MOTION PICTURE TIMES

Volume VII DALLAS, TEXAS, MARCH 31, 1931 Number 3

"Just For a Song"

The Price a Woman Paid for the Illusion of Success.

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MEMORABLE!
INTIMATE!

The Kind of Picture That Will Satisfy Your Audience to the Full.



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with **Constance Carpenter** *and an* All Star Stage Cast.

A Business Magazine
for the Film Trade in Texas, Oklahoma and Arkansas

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And see how **THE SINGLE SIN** is grabbing the first runs!

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TIFFANY

THE KEY TO FAR BIGGER BUSINESS!

MOTION PICTURE
TIMES

V. W. CRISP
Editor and Manager

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EAST TEXAS BUYS PALACE, MARSHALL

After about one month's operation of the competitive house, East Texas Theatres have purchased the Palace in Marshall from Gene Hendon and Gus A. Doering.

Hendon, former Warner salesman, got backing from Doering, of the Select at Mineo'a and started bucking East Texas in Marshall, figuring that one theatre was not enough in a town of 20,000. The reports were that he got by with his plans nicely and that his theatre paid good profits.

Doering was supposed to be a silent partner, but the news leaked out through some crack and East Texas made plans to open a house in Mineola in retaliation.

The fact that a sale of the Marshall house has been made is considered as evidence that a compromise agreement was reached in this case.

Arkansas Exhibitor Decries Copyright Bureau Action

Several months ago MOTION PICTURE TIMES warned the exhibitors that the Copyright Bureau would soon be operating in the Southwest, checking the theatres on percentage runs and other stipulations in contracts. The story brought inquiries from the east from interested parties and also of great interest to all exhibitors of this region.

In spite of this warning showmen are caught in the drag-net unprepared for the visit of bureau representatives.

Mr. W. L. Sneed, operating the Pioneer Theatre and also the Sneed Service Station at Beebe, Arkansas, writes MOTION PICTURE TIMES a strong letter in protest of the bureau operations, as follows:

"I want to call your attention to the activities of the Copyright Bureau and I think exhibitors should be warned.

"The Copyright Bureau has been checking every thtatre in this part of the country for the last six months and have about seventy-five Arkansas exhibitors which they are sticking from $500 and up.

"Now it has been a practice from the different exchanges to let an exhibitor use a picture an extra day in order for him to get film rental and now they claim they have nothing to do with the Copyright Bureau and they are clearing themselves with the exhibitors in this way.

"Now if the little exhibitor ever did in this world need something done now is the time. This thing has caused me to close my house and I have not made film rental for five months and this bunch have come along to take money that I have earned elsewhere.

"This sure looks like it will be a good year for the independent producers if they stay away from this bunch of Copyright ——.

"Now, if your paper is going to benefit the exhibitor, give them the low-down on this stuff before they get hung. Your truly,

"Pioneer Theatre,
"W. L. Sneed."

BUSINESS NOT HURT ACCOUNT OF LENT, SAYS LEROY BICKEL

Exhibitors have got to take in the money to pay film rental and overages on percentage contracts, Leroy Bickel said Saturday when asked whether or not the season of Lent had hurt business seriously in this region.

The last three weeks M-G-M has shown a fine increase in business over the same period in 1930. This should put old man pessimism in the shade, Bickel believes.

The major portion of the M-G-M accounts are playing pictures on percentage and they must be taking in the money to show this increase in the M-G-M office.

Kids in Panic

Fifty children were believed hurt when a panic occurred in a Dallas theatre Saturday after a fuse had blown out and an excited woman shouted "fire." Ten kids were carried to hospitals. Three were injured badly.

The theatre was admitting kids for two eggs each to be used in a city-wide Easter egg hunt. Most of the injured were on a stairway leading to the balcony. The main body of spectators knew nothing about the panic. A number waiting on the mezzanine floor clashed with a group coming up from downstairs. They were piled up four and five deep when extricated by theatre attendants and assured that there was no danger.

Theatres Invading Kilgore Boom Town

The oil city of Kilgoe, heart of the east Texas oil fields, which sprang overnight from about 800 to a present estimate of 20,000 and which reminds one of the days portrayed in "Cimarron," is increasing in its attractiveness to theatre operators.

C. O. Murphy got in on the ground floor and is operating the Palace, formerly run by L. M. Crim who is a reputed millionaire from the black gold. A sign is up on one lot reading that O. K. Theatres, Oscar Korn, will build the Granada Theatre on that site. At another place the Texas Theatre is going up, possibly by East Texas Theatres, who are reported as launching into the town. A tent show is going at full blast on one of the very few vacant lots.

Overton Coming

Further down on the oil highway the little town of Overton is in the midst of quite a boom. New stores are going in, a derrick graces the townsite, traffic is heavy. Railroading is in a bustling heat. This town, they say, is going to be the hub of all east Texas operations. Theatre operators might well keep their eyes on this spot.

INJURIES FATAL TO FRANK WHITNEY

Leroy Bickey was advised by telegram that Frank Whitney, of Albany, passed away Friday, following injuries received in a recent automobile accident, and that funeral services were held Saturday afternoon.

Whitney had operated the Aztec, a beautiful little house at Albany, for several years. His people are well-to-do ranchers. Whitney often visited the Dallas market and his business was much sought by film and equipment men who held Whitney in high regard and esteem.

"Buck" in Dallas

H. K. Buchanan, manager of the Allied Film Exchange in Oklahoma City, was in Dallas last week on a visit with Jack K. Adams and other members of the Dallas office. "Buck" sat in on the screening of "Ten Nights in a Barroom" and the deal followed whereby Allied will distribute the famous play in all talking form throughout the Southwest.

QUEEN, HOUSTON, SPRING CLEANING

The Queen at Houston, once the de luxe house of the Bayou City, will soon undergo spring rejuvenation, according to W. W. Jackson, house manager. Special attention will be paid to the smoking balcony where stenographers during their lunch hour, tired business men, young and old boys go to while away an hour or so. The Queen is still playing first runs.

Hartley Here

George Hartley, of the Cincinnati and Detroit markets, has been assigned to the Dallas territory for special work with M-G-M.

To Reopen

C. J. McKenzie is making plans to reopen the Idle Hour at Henderson, Texas, it is reported.

Distributors' Stand on Tie-in of Shorts Aimed at Brookhart

Sales Heads Declare They Are Opposed to Alleged Practice; Give Written Statements to M. P. T. O. A.

New York—A strong factor in the fight against the Brookhart bill., according to M. P. T. O. A. officials is the declaration of distributors against the tying in of features and short subjects. Sales heads of major distributors have given the exhibitors' association written statements of policy opposing the alleged practice, it is reported.

M. A. Lightman, president of M. P. T. O. A., declares that the alleged practice of tying in features with shorts would be used as a strong argument in favor of the Brookhart measure by those who are supporting the bill, which will come before Congress in December.

M. P. T. O. A. has taken a stand against the bill, while Allied has expressed itself in favor of it.

ANIMAL SHORTS FROM COLUMBIA

New York — To add diversity to its coming season's lineup of shorts, Clumbia Pictures will augment its program with a series of thirteen single reel animal comedies, which will be directed and supervised by Bryan Foy, well known screen actor-author-producer. The films will consist of hilarious stories, with trained animals taking the place of human actors. In place of animal sounds, human voices will be synchronized to fit the action. An entire menagerie containing an assortment of animals including: lions, tigers, giraffes, dogs and cats will be used.

HUGHES TO MAKE AVIATION COMEDY

Hollywood — Howard Hughes' next picture, following his sensational newspaper film, "The Front Page," will be an original aviation comedy, as yet untitled.

The air film will go into production on April 6, under direction of Edward Sedgwick, M-G-M's ace comedy director, who has been borrowed for the occasion.

Robert Benchley, famous magazine and screen writer, is polishing off the script of an extremely humorous and original story, which has been months in preparation, and casting will get under way shortly.

HOFFMAN AND BACHMAN FORM PRODUCING FIRM

New York—M. H. Hoffman and J. G. Bachman are organizing a new production and distribution company which will have 18 features for the 1931-32 season. Distribution will be handled by independent exchanges under an arrangement by which Bachman and Hoffman will be interested. The company will begin active operation in about five weeks, the men announced last week.

PARAMOUNT TO START ON SHORTS

New York—Production of one-and-two-reel subjects for the 1931-1932 season will get under way at Paramount'e New York studio on March 30, Larry Kent, head of the short subject deparment, announced last week.

The initial production will be a one-reel comedy, "One Hundred Percent Service," starring Burns and Allen, vaudeville headliners and veterans of several previous Paramount comedies.

Among the other players who are scheduled to appear before the cameras during the first six weeks of production are Ethel Merman, Mitchell and Durant, The Hage Trio, Tom Howard, Billy House, Smith and Dale, George Dewey Washington, Ben Blue and Charlie Ruggles. The latter will continue his feature roles simultaneously with his two-reel stellar appearances.

According to the production schedule mapped out by Kent, three reels per week will be filmed during the coming season. In practice this may mean either three one-reel productions or a two-reeler and a single-reel picture. Ray Cozine and Aubrey Scotto will alternate on directorial assignments and Max Hayes will supervise and stage all dialogue.

82 Tiffany Shorts

New York — Tiffany will have 82 short subjects for the new season, Grant Cook said last week. Sixty of these will be single-reelers, Chimp comedies, Voice of Hollywood and the Howard Jones football series will comprise the program.

AUTOMATICS GET MONEY AT OPENER

New York—The Translux Theatre, automatic pictures, opened last week and according to reports the idea is working out successfully. Business is said to be building each day and with an admission of 25 cents, which is put into a slot, film men believe the experiment may be more than just a novelty. The theatre opened last week is the first of a chain planned by Trans-lux.

Fox Dividend

New York — At a meeting of the board of directors of the Fox Film Corporation held Wednesday, March 18, the regular quarterly dividend of $1 was declared on the A and B stock. It is payable on April 15 to stockholders of record of March 31.

Recovering

Hollywood—Wes Ruggles, who suffered a breakdown from strenuous work on "Cimarron," is reported to be on his feet at his Malibu beach home raring to get back to work on his new directorial opus for Radio Pictures, "Cock-eyed Youth," and original story written by him.

RKO-PATHE SALES CONVENTION SET

New York — Lee Marcus' announcement that the first sales convention of RKO-Pathe will be the first general sales meeting of the season in the industry has more than the average significance, for at these sessions to be held in Chicago on April 20,21 and 22 will be revealed the policy, sales and production plans of the newest motion picture organization, which has been reared upon the foundation of the industry's oldest company and inherits all its valued traditions. It is also significant in that the occasion will serve to introduce to the entire sales organization Ned Depinet, the recently appointed sales chief, President Marcus, Charles R. Rogers, production head, and other executives of the company.

Marcus reiterated his recently announced plans for twenty-one specials offering Constance Bennett, Ann Harding, Helen Twelvetrees, Bill Boyd and Eddie Quillan in four vehicles each and Ina Claire in one.

Discusing the short product, Marcus stated that the company had several stimulating surprises in the new product way which will be announced for the first time at the Chicago convention. In all 256 short subjects will be released. Of this number there will be 208 single reels, including Pathe News and the successful Van Beuren-produced group, Aesop's Fables, Vagabond Adventures and Grantland Rice Sportlights. Forty-eight two-reel comedies will be produced with box-office comedians featured.

Monogram Completes New Organization

New York—The complete organization of Monogram Pictures Corporation, with several new and distinct organization features which make this one of the most interesting of the season's independent developments, was completed and announced last week by W. Ray Johnston, president and general manager of the company.

The new plan calls for the issue of seventy-five hundred shares of no par value stock, available to a closely limited number of stockholders. Each of these stockholders will be independent distributing agencies, operating under a perpetual franchise, to distribute all Monogram-produced product, with a plan whereby each franchise holder must be a stockholder and, with the provision that his stock cannot be sold or transferred except to the corporation or other existing stockholders, the plan creates out of Monogram's distribution forces virtually a national organization closely knit under one banner.

Offices in twenty separate territories insure coast-to-coast coverage. An office in Canada and one for foreign distribution provides for extra American commerce.

The officers of the now completely organized company are as follows: W. Ray Johnston, president and general manager; Trem Carr, vice-president for production; Harry H. Thomas, vice-president for exchanges; James V. Ritchey, vice-president for foreign; Albert Fiedler, treasurer; J. P. Friedhoff, assistant treasurer, and M. S. White, secretary.

Monogram's home office will be on the tenth floor of 723 Seventh avenue, New York City.

PICTURE BUSINESS

WITH the congress adjourned until next December the industry has nothing to worry about in the way of national legislation until then. But all is not so quiet on the legislative fronts in many state capitals. While a great many pernicious bills have been defeated by aggressive exhibitor defensives, there are still a large number pending in various state legislatures that will not be abandoned until their sessions end, in some cases as late as June.

Those exhibitor leaders who have camped "down among 'em" in the halls where the attacks were waged deserve the highest commendation. Where adverse legislation has been defeated they have saved their fellow exhibitors many thousands of dollars—taxation which would have put the industry into a chaotic condition, perhaps beyond recovery. And those exhibitors who worked with their leaders either at home or right on the battle ground also deserve congratulations. On those fronts where the battles are still waging the efforts to defeat anti-legislation should go on as strong as ever. There must be no let down now, even if some victories have been scored. Legislation against the motion picture industry, in the states or at Washington, is as perennial as flowers in spring. The defense must maintain its strength until the very last minute of any session. It's a big job and a tough one, but it's one that cannot be shirked without untold damage resulting. And, as we have before stated, it's one task where exhibitor, producer and distributor must join hands and work as one.

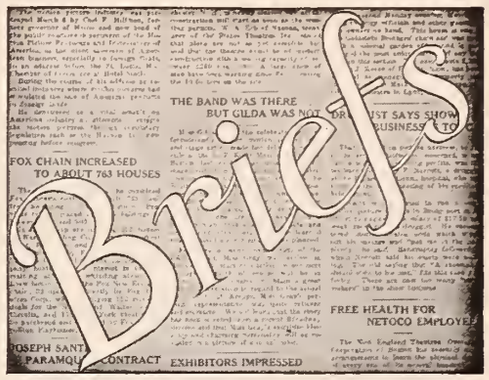
THE announcement by Radio Pictures that it will maintain its own staff of checkers and that it will be composed of men who have been trained to help exploit the checked picture should be a welcome bit of news to all exhibitors. RKO is just a youngster in the producing and distributing end of the picture industry, but it has from the start demonstrated to its older fellow producers and distributors that it understands the value of merchandising as it applies to selling picture entertainment to the public.

Some years ago practically every large company maintained an extensive field force of exploitation men who were constantly servicing exhibitors in their efforts to build larger box office receipts. In this day when percentage booking is in such general use it would seem that a re-instatement of such a service would be most appropriate. It would be a mutual service that would add to the profits of both distributors and exhibitors. We congratulate RKO for having come forward with this progressive step.

* * *

THE new selling season gets an earlier start this year. All sales guns are primed for a heavy assault on Mr. Film Buyer. From indications so far it looks like they're loaded with good ammunition. Anyhow, exhibitors are all anxious to see what the new season will bring and they hope for more consistent picture quality than the current season gave them.

Ben Shlyen



The 2,000 mark in German wired houses has been reached. Tobis-Klangfilm made the largest number of installations, with a total of about 760, followed by Kinoton with about 315.

* * *

A series of six one-reel Charlie Chaplin comedies, with music and sound effects synchronized by RCA Photophone, is being released on the independent market by Keystone Film Distributing Corp. George S. Jeffrey is sales manager of the company.

* * *

American stars are the overwhelming popular favorites in France and if properly presented in American films for foreign countries will solve the box-office question, was the statement made to Film Daily by Allan Byre, M-G-M managing director for the French territory and Latin Europe.

* * *

A series of 12 single reels entitled "See Americ First," dealing with interesting phases of various localities throughout the country, is being made by Screen Classics Productions. Three subjects, New York, Washington and Boston, are already completed. Others to come are: Miami, Chicago, St. Louis, Denver, West Coast, Yellowstone National Park, Salt Lake City and Philadelphia.

* * *

Answering the demand for serials and series type pictures, Talking Picture Epics will cut all present and future feature productions into five and six separate reels and re-edit them so that all productions will be offered in both feature length and series form.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
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"QUOTES"

JOSEPH PLUNKETT
RKO Theatres Chief

"Gangster stories are popular with the public because of so much newspaper space being devoted to racketeering. The next cycle probably will be detective mystery stories. Sex yarns are passe. There will be a return to musicals, but they will have a dramatic story as a reason for their existence."

Motion Picture Times

IN NEW JACKET

and overflowing with trade information and ideas

By V. W. CRISP

A blind man in this business, if he stops to think a minute, can see that a local trade paper coming to him each week, is one of the most valuable assets he has in the conduct of his theatre, or of his exchange, or of his supply house. Sometimes readers of MOTION PICTURE TIMES get valuable information and service issue after issue and are unconscious of that fact. They might think that they are entitled to the sevice this paper renders—that it goes along as "palon" because of the very nature of the business we are all in.

After about ten years of service on the Dallas market in trade paper work, making an honest effort to disseminate news and passing along information of value, I am going to ask here and now a new deal in referring to MOTION PICTURE TIMES serving the trade in Texas, Oklahoma and Arkansas. All I want is co-operation —not to help me—but to help you.

A New Jacket

First of all the TIMES is going to make the first move. Our issue of April 7 will be out in a snappy new dress of two-colored design and printed on expensive enamel paper. I pledge that it will be full to the brim with live, LOCAL trade news and practical ideas that the showman who can spend $5 to $10 on a picture can well afford to use. This paper is now in the process of creating new departments that no other medium is equipped to conduct. For instance, we are going to have box-office reports, written by the exhibitor who has actually played the pictures and not written by an exchange or trade paper reporter. True, the exhibitor may have already bought the pictures reported on, but the value comes in that he will know better when to play them or whether or not to leave them on the shelf and save money by doing it.

We Want Action

Any exhibitor who works out an economical stunt successful in the exploitation of a picture, who makes economical changes in the appearance of his theatre or anywhere in his routine operations, owes it to himself and to all the other exhibitors to pass that knowledge along, and there is but one way to do it—write a brief account of the instance to MOTION PICTURE TIMES.

This goes for projectionists, exploitation men, exchange managers, poster clerks or anyone who makes his bread and butter out of motion pictures in the three southwestern states.

When you are successful with a certain picture tell the others how you did it and we will print that. When you get a bad break on a picture or get stung on any sort of a deal, let us know and we will print that also.

Because it is my business to know, I can assure the trade that MOTION PICTURE TIMES has the largest paid circulation in its field than any national medium which attempts to serve the same region. I further assure you that this paper is so organized to give a localized service which no national paper can attempt. The TIMES will never be crowded page after page with information aimed at a class in this trade. There will be no overloading with impractical ideas and endless promotional schemes and copy, in order to mislead the exhibitor. But there will be facts, plenty of them, developed in a style which the theatre owner in the average situation can use to advantage.

Let's work together for a bigger and better MOTION PICTURE TIMES. Exhibitors, write me along the lines mentioned above, and exchange managers, be ready for me when I call for facts and news.

Appeal Must Be Localized

It is getting to be almost an old film custom how the distributors in this business are learning that the only effective way to cooperate with the exhibitors of the Southwest is through localized copy in MOTION PICTURE TIMES. Selling talk based on generalized hokum in and around Gotham or other foreign lands does not and never has had any weight with the Southwestern exhibitor, who wants and has always wanted localized facts, refusing to accept anything else but that.

Because a certain product is sold to a dozen circuits up east, or because a picture on Broadway at $2 top brings out the police, means no more to the Southwestern exhibitor than the sands of Sahara mean to a White Rock perch.

The exhibitors of Texas have to be sold on the merits of first-run product on Elm Street in Dallas; Main Street in Houston, etc. They will listen when you can substantiate your claims (and you can do that only in trade paper print) that Robb & Rowley have bought it, or that Hall Industries, Oskar Korn, Rubin Frels, Publix, RKO, Jefferson Amusement Co., H. T. Hodge, Cluck & Englebrecht and others have bought a certain product for their theatres.

In Oklahoma and Arkansas the same condition prevail in that selling must be done in a localized way based on localized copy that truthfully expounds whatever merit the product to be sold may possess.

Oklahoma City Notes

"City Lights" played to pleased capacity business at the Midwest Theatre, and held over for another week.

* * *

Theatres doing well, considering Lent.

* * *

Warner (RKO) packing 'em with four acts and pictures.

* * *

Bonus payments helped business all over town—Lots of spenders.

* * *

E. B. Coleman is in Dallas in the interest of "Trader Horn."

* * *

Publx Theatre changes in Oklahoma City as follows: E. B. Coleman resigned as publicity director and succeeded by Bert Stern, present advertising manager; Paul Grubb, house manager for Criterion Theatre, resigned to become manager for Skirvin Hotel Roof Garden; ushers in Ritz, Victoria and Circle Theatres dismissed and the work to be performed by the house managers.

* * *

Pat McGee, the genial, competent and efficient general manager for Publix Theatres in Oklahoma City, has returned from a business trip to St. Joseph, Mo.

HELP WANTED

Perfectone Sound Systems, Chicago, are interested in getting sales representatives in this territory on their sound-on-film equipment. They offer a guaranteed equipment complete and also sound heads to be usec with present amplification on disc systems now installed. The equipment is reasonably priced and has a record for excellent performance wherever sold. For further information communicate with

Perfectone Sound Systems
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Greenville, Tex.

BEN GOLDING,
REX THEATRE,
Amarillo, Tex.

These theatre owners chose X-Cells because of excellent sound—low price—elimination of head amplifiers, batteries—all A. C. operated—low operating cost.

CALL OR WRITE

PUBLIC ADDRESS SERVICE CO.

DALLAS, TEXAS

Distributor for Texas, La., Ark.

Contract Awarded For Uvalde Theatre

Construction on a new $35,000 theatre building in Uvalde, Texas, for Howard K. Allen and C. H. Weaver, was started last week, according to the Uvalde Leader-News. The house is being erected by Congressman John N. Garner. The size will be 25 by 80 feet and seating capacity about 500.

Howard Allen, who will be active in operating the house, advises MOTION PICTURE TIMES that they will have a beautiful little place with a 100 per cent location and that the opening date will be between May 15 and June 1, his letter announces.

Allen left the service of Hall Industries several months ago and came to Dallas where he promoted a deal with an associate to open one of the closed theatres in Alexandria, La., in opposition to Publix. He was just about to remodel the house when he got information that his film contracts did not go through.

"Warners blew me up on my deal in Alexandria. After advising me their product was open, Depinet wired that they were serving Publix," the letter continued.

Allen's attempt to get into the show business on his own hook came at a very opportune time, consequently he didn't get the breaks. He started worn on the Alexandria proposition about the time Warners and Publix were not speaking to each other and before he could get open they had kissed and made up, with Publix signing a big new booking deal with Warner Bros., all of which nipped in the bud several plans that independents had of going back into the show business.

But before his first deal was cold, we find Allen, in association with Weaver, in another town on a proposition that is going through. Contracts for product have already been signed, it is reported.

Allen orders a year's subscription to MOTION PICTURE TIMES, to start right away. "I will need it in my business," he concluded.

Joe Silverman Attends Convention



Convention of independent exchangemen at Atlantic City recently held to form a national exchange system known as Monogram Pictures Corporation. W. Ray Johnston was elected president of the new organization.

Top Row (left to right): C. A. Schultz, Kansas City; J. V. Ritchey, New York; Nat Steinberg, St. Louis; Joe Silverman, Dallas; Albert Fiedler, New York; Irving Mandel, Chicago; W. Ray Johnston, New York.

Bottom Row (left to right): Trem Carr, Hollywood; James Alexander, Pittsburgh; Herman Rifkin, Boston; Oscar Neufeld, Philadelphia; Otto Lederer, New York; Sam Flax, Washington, D. C.; Barney Rosenthal, St. Louis; Jay Berkowitz, Buffalo.

RKO-PATHE SIGNS HAROLD SHUMATE

Hollywood — Harold Shumate has been added to the constantly growing staff of writers at RKO-Pathe studios by Charles R. Rogers, vice-president in charge of production. Shumate has been associated with every important studio in Hollywood in a writing capacity during the last eight years and is one of the most thoroughly trained screen authors in the industry. He is also a contributor to the Saturday Evening Post and has just completed a novel which is to be published this spring.

A Recommendation From A Source Where Sound MUST Be The BEST.

NEW YORK UNIVERSITY
SCHOOL OF COMMERCE
ACCOUNTS AND FINANCE
WASHINGTON SQUARE EAST, NEW YORK
Telephone: Spring 9300

General Course Group

March 11th, 1931

Mr. Rudolph Miehling
Technical Director, Thomaston Laboratories
135 Liberty Street, New York, N. Y.

Dear Mr. Miehling:

It may be of interest for you to know that the tests on the sound-on-film head designed by you and built by the Universal Sound Systems, Inc., of Philadelphia, Pa., have been concluded. These tests show quite conclusively that this unit is all that you claimed for it. The frequency response is flat to within one decibel from 60 to 8000 cycles, and the unit is free from any mechanical or electric flutter. This gives a fidelity of response for both speech and music which is as good as any I have heard anywhere.

WE ARE USING AN AMERTRAN TYPE 25A MAIN AMPLIFIER. The frequency response characteristic of this unit is flat over the range from 60 to 10,000 cycles so it enables us to faithfully reproduce everything that is on any film.

The entire outfit is now permanently installed at the New York University School of Commerce Accounts and Finance at Washington Square. Anytime you are in the neighborhood I should be very pleased to have you drop in and see how well your equipment is performing.

Sincerely yours,
C. A. JOHNSON.

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"Fair Treatment and Adequate Service Always"

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Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

turn those Dull
IMMEDIATELY WITH

Building adult patronage through the ... is an unfailing plan that

(If you have no dull nights—congratulations!)

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters. The Scooters are regular $3.00 retail values—the kind kids are bothering their parents for money to buy. And sometimes that money comes out of the family "talkie" budget, too, and parents miss shows they ought to see.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITES. The quicker he gives away these Free Scooters the more advertising he gets

IT WILL BECOME A REGULAR PART OF YOUR ANNUAL EXPLOITATION PLANS

ANY THEATRE CAN INCREASE ITS ATTENDANCE and PROFITS

with the

SCOOTER-NITE PLAN

CAN BE USED TO SELL SCRIPT, OR SPECIAL SINGLE TICKETS, TOO

nights into PROFIT-NIGHTS

---THIS PRACTICAL, ECONOMICAL PLAN

children is an accredited showmanship plan. Here every kid in the U. S. will go for!

through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Record Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120 -ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

COSTS YOU LESS THAN $4\frac{2}{3}$ CENTS PER ADMISSION

To illustrate: The Scooters costs the exhibitor $1.12 each. There are 24 stamps on Record Card. 4-2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4-2/3c per admission. Once a Scooter is awarded and appears in a neighborhood, youngsters' jealousy is started and no child will be content until he or she has received one of the 3-wheel Safety Scooters, **free from your theatre.** You will be proud to make this offer. It's fair and square.

=

Compare this tried and proved plan with any other. Judge it on your knowledge as a showman.

The

Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

"TRADER HORN" GETS $10,000 AT MELBA ONE WEEK

Some few pictures have been reported to show an increase in receipts each night of their runs, but with "Trader Horn" at the Melba it was not merely a report, but an actual fact.

Last Wednesday night the production took in more money than the opening Saturday or Sunday. Thursday night was expected to be off on account of weather, but it topped Wednesday, and Friday, the last day, got the most shekels of any single day.

The idea of reserved seats seemed to take for this picture. It compensated, in a way, for the admissions of half a buck in the balcony, 75 cents, $1.00 and $1.50 on the main floor.

Gross for the week was tabulated around $10,000, considered mighty good for a week in the Melba, especially at the $1.50 top prices, also on account of the fact that there were only two shows a day—2:30 in the afternoon and 8:30 at night. The Melba will play the picture back soon at an early date and as a regular run at established admissions scale. Dates have already been set in for Ft. Worth, Austin, Waco, San Antonio, Houston and other big towns.

May Not Road Show

Leroy Bickel, branch manager of M-G-M, who was responsible for the Dallas road show run, and who is said to have had a tussle with New York in putting over the idea, said Saturday that the plan of road showing in the smaller towns may be abandoned and that the release might be done outright for a guarantee and a split over a certain figure.

Sales Managers Here

Thos. J. Connors, general sales manager, and Col. C. E. Kessnich, spent the last few days in Dallas going over these plans with Bickel and setting a definite policy to release "Trader Horn" in this region.

NEW RKO PRODUCT IN PREPARATION

Hollywood—The box office is being snugly welded to the arts at the Radio Pictures studios here, where Charles Rosenzweig, vice president in charge of distribution, is now in conference with Joseph I. Schnitzer, president, and William LeBaron, vice-president in charge of production, on the thirty-six productions to be made by RKO-Radio for the season 1931-'32. The executives have decided that the thirty-six productions are all to be of Titan stature. In addition, Radio Pictures will make thirty two-reel and twenty-six one-reel novelty subjects for the season.

$200 REWARD FOR STENCH BOMBERS

Paul Scott, the man who built the Varsity Theatre out on the prairie north of S. M. U. in Dallas and put it over in a big way with personality, showmanship and plenty of parking space, and also the man who threw considerable cold water on the practice of theatre hi-jacking when he slew a robber with his own gun in front of the Varsity, now has his hooks out for the parties who assailed the house recently with stench bombs. If they are caught it might be just too bad.

Showing how he takes the public into confidence—through the psychology route—Scott is running a National screen trailer on his screen offering a reward, all of which is good copy for other theatre owners who have occasion to fight such attacks.

Here's the Trailer:

$200.00 Reward offered for each arrest and conviction of the

THEATRE RACKETEERS

Who have attempted and again may try to injure the Patronage of this Theatre, by placing stench bombs, or spilling foul smelling chemicals in or about this Theatre.

This is a vicious form of racketeering, which has no place in this community. Will you, our friends, help us to stamp out this evil at once, by acting as detectives for us when in attendance at our shows? Thank you.

The Management.

ELM ST. TURNS TO BALLYHOOING

For some weeks now ushers at the Melba on Elm street have been taking turns about doing a little subdued ballyhooing out on the sidewalk. In addition to the card work out front, these ushers are kind enough to tell passers-by, or those standing around the box office, the title of the picture, the cast, and some flashy catch line which the usher has memorized to perfection.

The revived idea grew until the Palace started the racket. It did not with the Palace or Public either.

When "Trader Horn" was being shown at the Melba and the cowds lined up in front waiting until show time until you would think that the house inside was packed, an usher in front of the RKO Majestic was quietly admonishing the parade going by that he had the best show in town and that if they came to his show they wouldn't have to wait for a seat, but could get action right away.

And further east on Elm street the old boys in the subsequent run houses are out on the sidewalk bargaining with everybody that comes along.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

X-CELL UNITS IN 2 MORE THEATRES

Two more theatre operators have switched over to the all A. C. operated sound-on-film equipment, according to R. Z. Glass of the Public Address Service Company at Dallas.

Silverman and Mooe who are operating the Rita Theatre in Greenville, Texas, have ordered the X-Cell equipment for early installation.

Ben Golding of the Rex at Amarillo, Texas, has also purchased the X-Cell units for his house. The equipment eliminates the use of head amplifiers and batteries.

DEPINET MAKES SALES CHANGES

New York—The expansion of the sales force of RKO-Pathe under the jurisdiction of General Manager Ned Depinet has brought changes in the executive posts of E. J. (Ted) O'Leary and J. F. McAloon. Under the realignment, O'Leary becomes eastern sales manager, a territory that embraces the eastern district, under Ed McEvoy, and the southern district, under Bill Callaway. The latter two have held the respective positons for several years.

J. F. McAloon is now western sales manager. Included in this territory is the Midwestern District, of which Cresson Smith will take charge, and western district, where Herb MacIntyre has been manager for some time.

EQUIPMENT FURNISHED

MODEL 26

2 Sound Heads fully equipped with 4 exciter lamps, lens and photo cells.

2 "B" Batteries.

1 Specal Fader Wall Cabinet with Pre-Amplifier.

1 Main Amplifier.

All speakers, motor drives, all tubes, a battery charger and all connections.

MODEL 36

Same as model 26 with the following improvements or additions:

GM Photo Cells—6 months' guarantee.

Special Control Cabinet wired for all booth equipment.

1 9' Air Column Horn.

1 3-stage main amplifer.

MODEL 46

Same as model 26 with the following improvements or additions:

GM Photo Cells—6 months' guarantee.

Special Control Cabinet wired for all booth equipment.

Giant Racon Air Column Horn with Giant Unit and Exciter.

A 7 Tube main amplifier.

GOOD-ALL SOUND FILM

GOOD-ALL ELECTRIC MFG. CO. - OGALLALA, NEBR.

IN OKLAHOMA
SOL J. DAVIDSON
704 W. Grand
Oklahoma City

IN TEXAS
GEO. W. SUMNER
Weatherford

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

Dishonored

Paramount—90 Mins.

Cast: Marlene Dietrich, Victor McLaglen, Warner Oland, Gustav von Seyffertitz, Barry Norton, Lew Cody, Davison Clark, Wilfred Lucas, Bill Powell. Directed by Josef von Sternberg.

If your patrons care for spy melodramas here is one they should like. In the short time Marlene Dietrich has been in the films—first as a success in "Morocco," again as a hit in "The Blue Angel," scores again as a spy in this thrilling war drama. For the first time Victor McLaglen is seen in a Paramount picture and he is excellent in his role as a Russian general opposite the alluring Dietrich.

The story, written as well as directed by Josef von Sternberg, opens with Dietrich as a woman of the streets who is hired by the chief of the Austrian secret service as a spy. Her adventures are interestingly portrayed. How she undergoes exciting experiences for the sake of her country and is finally court-martialed for letting McLaglen go free, form most of the plot, dramatized in a fascinating manner.

The picture has everything to make it box office—names, direction and story. Personally we don't think the average movie fan will care for the tragic ending. But the picture has some stirring war scenes and music added for effects to give the photoplay a fascinating touch.—J. S.



Doctor's Wives

Fox—78 Minutes

Cast: Warner Baxter, Joan Bennett, Victor Varconi, Helene Millard, Paul Porcasi, Nancy Gardner, John St. Polis, Cecelia Loftus, George Chandler, Violet Dunn, Ruth Warren, Louise Mackintosh, William Maddox. Directed by Frank Borzage.

An unusual film with Warner Baxter as a young surgeon whose wife (Joan Bennett) gets to believe that "the patient is the common enemy of every doctor's wife." She falsely accuses her husband of infidelity and, because she believes it true, accepts the love of another man (Victor Varconi). She becomes disgusted with her actions and becomes a nurse to try and win back her self-respect. When her husband is called in to perform a delicate operation on her lover she realizes his greatness and gets a new understanding as to why a doctor's time is not always at his wife's disposal.

Delicate situations are well handled and although not advised for the younger generation it has many good qualities in entertainment value. Miss Bennett's wardrobe will especially appeal to the feminine trade which is sure to be drawn in by the title. Settings are elaborate and no detail in modern medical equipment has been omitted. Cecelia Loftus as the cigar smoking aunt furnishes the only comedy relief.—Southwell.

Fifty Million Frenchmen

Warner Bros.—71 Minutes

Cast: Olsen and Johnson, William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Charles Judels, Carmelita Geraghty, Nat Carr, Vera Gordon, Norman Philips, Jr. Directed by Lloyd Bacon.

This all-Technicolor screen adaptation of the stage play gives the vaudeville comedy team of Olsen and Johnson in the character of two fake detectives a fine chance to disport themselves in a laughable manner. The plot is laid in Paris and concerns a wager made by one American tourist that another cannot get himself engaged to an American beauty who also is in Paris.

The song and dance numbers in the stage show are missing but not missed. It retains all the spice and several of the wisecracks totter at the border line and often go over—on the wrong side. Helen Broderick, as an American tourist who wants to see the worst, shares the hot lines with the comedy team. She is from the orignal stage cast as are also William Gaxton and Lester Crawford. There is a very swell chase sequence that has never before been done in all the years of pictures. Olsen and Johnson are after their "men" and the whole police force of Paris is after the two detectives. They rush madly through the streets and literally slide their way for several blocks, push through fresh asphalt and when the traffic gets tied up, the pursuers continue on from taxi-top to taxi-top.

A bit sophisticated in dialogue but highly entertaining from a comedy angle.—Southwell.

The Tailor Made Man

M-G-M—70 Minutes

Cast: William Haines, Dorothy Jordan, Joseph Cawthorn, Marjorie Rambeau, William Austin, Ian Keith, Hale Hamilton, Hedda Hopper, Henry Armetta, Walter Walker, Forrester Harvey, Joan Marsh, Martha Sleeper. Directed by Sam Wood.

William Haines is here seen in another wisecracking role—not so good as some and better than others of its predecessors.

This is a family type picture. No one can take offense at a single word or a single situation in it. Neither can anyone get hilariously enthusiastic over the wisecracking pants presser of William Haines whose philosophy of life is that clothes make the man.

To prove it he borrows a dress suit from one of the customers, crashes a swell party and makes such an impression on the financial wizard who is the lion of the party that he draws a big job from him. His initial success in the world of big money is shattered when a jealous suitor exposes him as an imposter.

A plan to save the wizard from the proverbial crash works just in time to save Haines' job and to win the tailor's daughter from the jealous suitor.

Haines smiles through the role which is pleasing and fairly entertaining but is one which will not add greatly either to his reputation as an actor or to his popularity as a film star.

Joseph Cawthorne supplies the comedy as the owner of the tailor shop in which Haines presses pants, and as father of the girl whom Haines loves.

Dorothy Jordan is satisfactory as Tanya, the tailor's daughter, and Ian Keith, as the unsuccessful rival for her hand, plays the only heavy character in a story full of laughs. Sam Woods directed.—Elsie Loeb.

Not Exactly Gentlemen

Fox—60 Minutes

Cast: Victor McLaglen, Fay Wray, Lew Cody, Eddie Gribbon, Robert Warwick, Franklyn Farnum, David Worth, Carol Wines, Joyce Compton, Louise Huntington, James Farley. Directed by Benjamin Stoloff.

McLaglen goes "Western" in this film from the book "Over the Border" and gets the opportunity to display his fistic abilities in a bar-room brawl.

Story is one of the land rushes of the pioneer days so prevalent in many of the recent films. McLaglen as one of a trio of "bad men" with a price on their heads leads them to the rescue of a settler who is taking some racing horses to the border to enable him to make fast time when the starting gun is fired to start the rush and reach a gold mine which he has a map of. The settler is killed in the fracas but the trio finds his young daughter (Fay Wray) has saved the map. They cast their lot with her to help her stake the claim. When a notorious saloon keeper plots to steal the map the fights begin. He finally succeeds in abducting the girl and securing the map but the trio, after a rough and tumble fight, rescues her and start for the border line just as the rush has begun. With the race horses they go after the saloon keeper and arrive at the mine location together. Another fight results in the saloon keeper being knocked over a cliff. The girl stakes the claim just as the sheriff arrives in search of the trio who make a get-away.

Nothing outstanding to rate this above the average in entertainment value.—Southwell.

One Day To Live

Universal—20 Minutes

This is a fairly good short subject. In the cast are Emerson Tracey, Margaret Adams, Jack Duffy, Eddie Foyer and Nena Quarteno. Jack Duffy as the doctor who diagonses Tracey furnishes most of the comedy. The story is about a young man, believing he has only one day to live, tries to make the most of it by having a good time with a bunch of chorines at a night club. He is so busy enjoying himself that he forgets that he has asked his obedient servant to shoot him when the clock strikes 12. Here is where most of the comedy comes in. Most audiences should like this two-reeler.—J. S.

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP AND PICTURE SELLING METHODS OF EXHIBITORS

The Merchandiser Says

IT has been said many times that regardless of how good a picture is, it has to be exploited to get the business it deserves. Exploitation is essential but in many cases it is costly. The average independent exhibitor cannot afford to spend a great deal of money to exploit and advertise, despite the fact that publicity is such an important factor of this business.

Therefore, when an exhibitor puts over an extensive, profitable and clever campaign at a minimum cost, he has accomplished something. But why keep it a secret? There are thousands of other exhibitors who have booked the same picture which he has exploited so successfully and economically. These exhibitors would like to know how he did it.

We recently received a letter from a successful small town exhibitor in the south who said: "I notice now that another trade magazine has a 'manager's club.' This is O. K. but what does it amount to for the small exhibitor who possibly cannot afford to spend more than $5 or $10 for advertising and exploitation?"

And that's just what we're driving at. Circuits can afford to spend young fortunes for exploitation, but the smaller independents know only too well just how much they can spend in order to come out on the right side of the books.

Have you ever put over a wow of a campaign for as little as $5? It takes smart showmanship and careful planning but it can be done—and it is being done. If you have worked a stunt, or a series of stunts, on a single picture which brought in big business at an advertising cost of $5 or less, we want to print the story. In a few weeks the merchandising page of this publication will be devoted entirely to "$5 stunts." We want your campaign to be included. Shoot us the story of how you did it. Others will profit by it and you will profit by the campaigns of others.

Don't delay—send us that story today.

—The Merchandiser.

APPAREL TIE-UP FARRELL SERIES

THEATRES booking the RKO-Pathe's Johnny Farrell golf series will have the merchandising co-operation of some 3,000 department stores, sports and other links apparel dealers carrying the McGregor line of sportswear through a national tie-up with the D. D. Doniger Company.

Farrell is being featured in a deluxe window card in action poses from his film subjects and a space is allowed for local sniping of playdates and theatre names. These cards will be the focal point around which special window displays will be centered. The stock poster issued by RKO-Pathe on the series is also suitable for display in these special windows. Special mats of Farrell making a perfect swing are being issued to each McGregor dealer for use in his newspaper advertisements in connection with the local window displays, both timed with the playdates. In addtion, the Doniger Company is featuring Farrell and the picture tie-up on the front cover of 60,000 special booklets to be broadcast to all sports wear dealers. A publicity campaign in behalf of the co-operative tie-up will be featured by Doniger in sporting goods publications to promote dealers to team with theatre exploiteers.

PRESS HEADLINE AROUSES INTEREST

WHEN inhabitants of the town of Menominee, Mich., looked at their morning papers one day last week they were electrified by an eight-column headline:

Police Hunt Costello Slayer!

They were shocked, too, for the amazing news signified that Chicago had moved its gangland activities in their otherwise peaceful midst. But further reading proved the story to be a swell publicity stunt on the part of Manager M. Rosenblatt of Lloyd's Theatre for "Costello Case," current Sono Art-World Wide special.

Manager Rosenblatt had made a deal with the local Herald-Leader to run off a measureable number of copies with the headline in question, and early the morning of its issuance had a flock of boys deliver them to the doors of residences. With the exception of the head line, the full paper was an exact duplicate of the regular edition issued that day.

The scarehead was tied up with a large ad on "Costello Case" in the amusement section.

WESTERN UNION TIEUP ON "CODE"

LOUIS Lamm, manager of the Palace Theatre, Lorain, Ohio, used Western Union to tell about "The Criminal Code." The tie-up proved its effectiveness in extra dividends at the box-office.

Lamm had a self-addressed telegram sent to his theatre by Columbia with Walter Houston's signature. The telegram read, "'The Criminal Code," a Columbia Picture, is I believe my greatest picture to date Stop Phillips Holmes and Constance Cummings co-star. H-D-T-C-C-A-P—S-D-T-M-C-A-S."

The jumbled letters preceded Houston's signature in a contest that gave the telegram an excellent follow-up at the box-office.



KINE-QUIPMENT
NEW DEVELOPMENTS IN THEATRE EQUIPMENT

THE PROJECTIONIST'S RESPONSIBILITIES

From the manufacture of raw film the process leading up to the production of the finished print are of purely academic interest to the projectionist, but from the moment he receives the reels of film from the exchange he is reponsible for the rest of its journey, from the celluloid to his audience.

In his projection room is apparatus no less delicate than that used in the various processes of production, and equally capable of ruining reproduction if any one of the numerous components should fall short of perfection.

It is regarded without question that today more than ever the projectionist runs the show. But at the same time it is a fact insufficiently realized by the operators themselves, and if the operator does not realize it, it is up to his manager to see that he does so.

In saying that the projectionist runs the show, it should perhaps be said that his apparatus does so. But since the talkie set capable of running with unskilled attention has not yet been evolved, it is vitally necessary that the operator should know and understand every portion of his equipment, and moreover keep every individual portion of it in perfect working order.

No two makes of sound equipment are identical in the attention they will require. Furthermore, different manufacturers vary in the thoroughness of their service.

Irrespective of these facts, however, it is the projectionist's duty to know all there is to know about his particular installation, not with the idea of supplanting the service man, but of giving the set the continual skilled attention which prevents breakdown. Yet he must restrain that very human tendency to meddle and interfere unnecessarily with the working of the set.

In the case of an emergency, it is imperative that the projectionist should be in a position to carry on until the service man can arrive. This naturally means that he must be able to locate the fault, and, if not cure it, at least repair it temporarily, and so enable the show to proceed. Great responsibility is therefore placed on the projectionist and the more he knows about his equipment the better results will be obtained.—Reprinted from The Film Daily.

ERPI ANNOUNCES NEW 3-A PHOTO-ELECTRIC CELL

Electrical Research Products announces the development and manufacture of a new, improved photo-electrical cell, to be known as the 3-A, which will be supplied with all Western Electric sound system installations in the future. It will also be listed as a regular replacement part.

Pending manufacture upon an adequate scale this new cell has been supplied in some cases in response to exhibitor demands at $25 each. The price in the future, as a replacement part, will be $16.50.

In appearance the new 3-A cell resembles its predecessors. The difference lies in that the old cells made use of potassium as the photo-electric element whereas the new ones make use of another metal base, caesium.

The advantages of the new cell are: a greater sound output with more effectiveness, immunity from the effects of shelf life and high temperature, greater stability and longer life.

NEW CLAIMS FOR SUPER-LITE LENS

Super-Lite Lens, put out by the Projection Optics Co., Inc., and adaptable to any projector, will increase illumination and reduce electricity expense, according to claims made by the company.

The construction of the lens, it is said, deviates radically from all previous types heretofore known and is guaranteed to increase the illumination and greatly reduce the electricity expense on projection.

The very long over-all length permits the rear lens to come as close as possible to the gate and therefore gather all the light rays, it is said.

Color Process

A new color process, Rotocolor, is the latest arrival on the market. Harold Muller of New York is the inventor of the process which involves a shutter device attachable to any standard projector and which is removable easily, allowing switching between black and white and color.

BIG DEMAND FOR PHOTOPHONE AC

New York — Between Feb. 24, when the first contract was signed and March 14, when the last report was transmitted to Sydney E. Abel, general sales manager, 104 complete units of the new RCA Photophone all AC operated sound reproducing equipment were contracted for by exhibitors in the United States and authorized distributors in foreign countries, according to G. K. Rudulph, director of publicity. Sixty-one units were for domestic installation and 43 were foreign orders. Twenty-six of the latter were for theatres in England, with the remaining 17 distributed among theatres in India, Venezuela and South Africa.

The following contracts for theatrical and non-theatrical installations were taken in the United States:

Nassau, Brooklyn, N. Y.; Strand, Wadsworth, Oho; Eltinge, New York, N. Y.; Roxie, Buffalo, N. Y.; Strand, Canton, N. C.; Wallace, Wooster, Ohio; Ritz, Newcomerstown, Ohio; Orpheum, Haskell, Okla.; Bobby, Brooklyn, N. Y.; Strand, Leon, Iowa; Sunset, Los Angeles, Calif.; L'Arcade, Yorktown, Texas; Goliad, Goliad, Tex.; Strand, Norwich, Conn.; Astor, Annville, Pa.; Riverside, Bridgton, Maine; Bostwick, Bridgeport, Conn.; Chief, Steamboat Springs, Colo.; Empire, Chillicothe, Mo.; Wigwam, Basin, Wyoming; Benton, Kansas City, Mo.; American, Bridgeport, Conn.; Peerless 5th Avenue, Brooklyn, N. Y.; Grand, Circleville, Ohio; Oasis, Wilson, N. C.; Mines, Idaho Springs, Colo.; Plaza, San Marcos, Tex.; Checotah, Checotah, Okla.; American, E. St. Louis, Ill.; Bello, Belle Vernon, Pa.; Indiana, Kansas City, Mo.; Marlo, Salt Lake City, Utah; Shaw, Quincy, Florida; Kozy, Moroni, Utah; Grand, Salem, Ohio; Hebrew National Orphans Home, Yonkers, N. Y.; Franklin, Springfield, Mass.; Theatorium, Lykens, Pa.; Broadway Mecca, Los Angeles, Calif.; Royal, Waterbury, Conn.; Warburton, Yonkers, N. Y.; Gem, Winthrop, Maine; Strand, Farmington, N. Y.; Winthrop, Brooklyn, N. Y.; Colonial, Amherst, Ohio; Pine Hills, Albany, N. Y.; Hayes, San Francisco, Cal.; Elwha, Port Angeles, Wash.; Grant Lee, Palisades, N. J.; Garden, Princeton, N. J.; Dayton State Hospital, Dayton, Ohio; Iowa, Lake City, Iowa; Temple, Greenville, S. C.; Ware Shoals Mfg. Co., Ware Shoals, S. C.; Bridge, St. Louis, Mo.; Iris, Belmont, N. C.; Mozart, Canton, O.; McFarland, McFarland, Cal.; Baltis, Kansas City, Mo.

51 NOISELESS RECORDING UNITS

New York—Noiseless recording is being used by practically every Western Electric producer-licensee. How thoroughly Electrical Research Products' engineers have gone about meeting the demand for this improved recording is shown by the fact that to date 51 Noiseless Recording units have been installed in West and East Coast studios. There are 41 units in the West and 10 in the East, located as follows:

West Coast: Warner-First National, 16; Metropolitan Sound Studios, 2; Metro-Goldwyn-Mayer, 2; Paramount, 13; United Artists, 6; Universal, 1, and Columbia, 1.

East Coast: Audio-Cinema, 1; Eastman Kodak, 1; Jam Handy, 1; Paramount, 5; Paramount News, 1; and Warners, 1.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.
☆ indicates productions that have received A-P Merit Award.

Air Police—Sono Art (65). Hair-breath action drama with a thrill-a-minute, starring Kenneth Harlan, Charles Delaney and Josephine Dunn. (Mar. 24)

Atlantic — Columbia (86). Produced by British International Pictures; has an amateur appearance viewed from the American technique; cannot be classed as good entertainment. (Mar. 24)

***Bachelor Father**—M-G-M (76). A wow of a comedy in which Marion Davies injects her best talents; first class entertainment despite the title. (Dec. 30)

Birth of a Nation — Triangle (80). Reissue of Griffith's immortal epic with musical accompaniment and sound effects. (Jan. 6)

***Blue Angel** — Paramount (100). Excellent performances are put over by Emil Jannings and Marlene Dietrich in an interesting manner. (Jan. 13)

***Body and Soul**—Fox (81). A powerful story ably directed and acted starring Charles Farrell and a new name—Elissa Landi. (Mr. 17)

Boudoir Diplomat — Universal (72). Sophisticated comedy of diplomacy and loves, gorgeous costumes and gowns; Ian Keith and Betty Compson gives excellent portrayals. (Dec. 23)

***Cimarron**—RKO (124). Absorbing from start to finish and one which should be classed as one of the most outstanding of the season. (Jan. 13)

***City Lights**—U. A. (86). A silent comedy but it's a wow—has everything except dialogue, and should make money because of Charlie Chaplin. (Mar. 3)

Cohens and Kellys in Africa — Universal (68). George Sidney and Charles Murray together again doing their usual antics to produce the laughs. (Jan. 6)

Command Performance—Tiffany (80). Sophisticated comedy-drama with a strong appeal; Neil Hamilton is excellent. (Jan. 20).

Criminal Code — Columbia (85). Crime story with an even distribution of comedy, pathos and drama; outstanding performances are given by Walter Huston, Phillips Holmes and Constance Cummings. (Jan. 6)

Dance, Fools, Dance—M-G-M (81). Popular appeal and first class entertainment starring Joan Crawford. (Feb. 24)

Dawn Trail—Columbia (61). Lots of action, romance, hard riding, gun play and all the ingredients of a first rate western; Buck Jones is right there. (Jan. 13)

***Devil to Pay**—United Artists (78). Subtle comedy-drama which gives Colman his best role; can be classed as one of the finer pictures of the current season. (Dec. 23)

Don't Bet On Women—Fox (70). Very amusing comedy based on a man's assumption that his wife is not susceptible to temptation with another man. (Mar. 24)

***Dracula**—Universal (78). Mystery thriller about human vampires and supernatural, morbid occurrences; even more hair-raising than the story or popular stage play. (Mar. 10)

Drums of Jeopardy—Tiffany (75). Adapted from Harold McGrath's sensational shocker; has all the necessary elements that go into the old 10-20-30 melodrama. (Mar. 24)

***Easiest Way**—M-G-M (75). Strong drama and another top notch performance for Constance Bennett. (Feb. 24)

East Lynne—Fox (83). High class drama of life several generations ago and as it is today; excellent performances by Ann Harding, Clive Brook, Conrad Nagel and Beryl Mercer. (Mar. 17)

Ex-Flame—Liberty (72). Modernized version of "East Lynne"; Marian Nixon displays marked ability in the leading role. (Dec. 30)

Fighting Through — Tiffany (60). Ken Maynard and his horse, Tarzan, should be liked in this fast moving western thriller. (Dec. 30)

Finn and Hattie—Paramount (82). Good comedy with a big cast of favoriates headed by Leon Errol. (Feb. 17)

Follow the Leader—Paramount (70). Most audiences will like this film version of the stage success; Ed Wynn is practically the whole show. (Feb. 10)

Going Wild—First National (70). Joe E. Brown in another real laugh comedy production. (Feb. 10)

Hell Bound—Tiffany (80). Gangster picture which should register with most audiences becouse of good direction and fine acting; Lloyd Hughes, Leo Carillo and Lola Lane are convincing. (Mar. 24)

Honor Among Lovers—Paramount (75). An entertaining feature for sophisticated audiences, interesting throughout and expertly directed with convincing performances by Claudette Colbert, Frederic March and a fine cast. (Mar. 17)

***Illicit**—Warners (81). Interesting story which presents the problems encountered in companionate marriage; Barbara Stanwyck is superb. (Jan. 20)

Inspiration—M-G-M (79). Mainly for adult patronage; good entertainment but cannot compare with Greta Garbo's previous talking effotrs. (Feb. 3)

***It's a Wise Child** — M-G-M (75). The talker version of the well known stage hit starring Marion Davies; should generally please at the box office. (Mar. 24)

June Moon—Paramount (70). Good entertainment for most of the Oakie fans. interesting story about an aspiring song writer. (Mar. 10)

Kept Husbands — R K O (75). Dorothy Mackaill and Joel McCrea make an excellent pair in this entertaining picture. (Feb. 17)

Kiki—United Artists (87). Good story but not one for Mary Pickford; should draw if Pickford still means anything at the box office. (Mar. 24)

Lash, The—First National (793. Highly colorful action drama of old California with good performance by Richard Barthelmess and Marian Nixon. (Feb. 10)

Last Parade—Columbia (84). Racketeer story that ranks ace high with Jack Holt giving a top notch performance; packed with suspense and thrills. (Feb. 24)

Little Caesar — First National (76). Expertly produced gangster story with Edward G. Robinson and Douglas Fairbanks, Jr., giving able performances. (Jan. 27).

Lonely Wives—Pathe (92). Sophisticated comedy production starring Edward Everett Horton and a splendid cast who all do their parts well in making this picture highly amusing. (Feb. 24)

Madonna of the Streets—Columbia (75). Better than average program material with satisfactory performances played by Robert Ames and Evelyn Brent. (Dec. 23)

Man to Man—Warners (70). Should please the majority of picture fans; Phillips Holmes and Grant Mitchell convincing throughout. (Jan. 27).

Man Who Came Back — Fox (80). The popular pair, Charles Farrell and Janet Gaynor, in an absorbing melodrama, which should make money. (Jan. 13)

Many a Slip—Universal (74). Fair program offering of youth and modern marriage, starring Joan Bennett and Lew Ayres. (Mar. 10)

Millie—RKO (85). From Donald Henderson Clarke's sensational novel and excellently portrayed by Helen Twelvetress and a splendid cast. (Feb. 24)

Once a Sinner—Fox (70). Dorothy Mackaill in a pleasing feature with some remarkable settings and good acting. (Jan. 27).

One Heavenly Night—United Artists (81). Comedy with music which makes satisfactory entertainment and should win many admirers for Evelyn Laye, British favorite. (Jan. 20)

Paid—M-G-M (85). Joan Crawford puts over a highly commendable performance in this new version of the celebrated stage play, "Within the Law." (Jan. 13)

Painted Desert—Pathe (77). Western picture which should please the majority; Bill Boyd and Helen Twelvetrees furnish the romantic interest. (Jan. 20)

***Parlor, Bedroom and Bath**—M-G-M (70). Plenty of laughs from start to finish, featuring Buster Keaton. (Feb. 17)

***Rango**—Paramount (75). Absorbing and unusually interesting nature production in Sumatra showing the wild beauty and hidden dangers of the region. (Feb. 10)

Red Fork Range—Big 4 (61). Okay for action fans and pleasing to others; typical western thriller starring Wally Wales and Ruth Mix. (Mar. 17)

Remote Control—M-G-M (66). Will please even those patrons who are tired of Bill Haines and his wisecracking; re-instates the comedian as a favorite. (Nov. 25)

Right to Love—Paramount (80). An outstanding production expertly directed and featuring Ruth Chatterton; its appeal is mainly for adults. (Dec. 23)

Royal Bed—RKO (72). An entertaining picture with luxurious settings with splendid direction and portrayal of the kind by Lowell Sherman. (Feb. 3)

Seas Beneath—Fox (97). Naval narrative dealing with the war concerning spies and submarines with George O'Brien as the star. (Feb. 17)

Second Honeymoon—Continental (60). A pleasing light comedy which has been handled and directed nicely. (Jan. 20)

***Southerner**—M-G-M (75). Besides Tibbett's singing being outstanding the story is a good one, well acted and directed and makes real entertainment. (Jan. 27)

Ten Cents a Dance—Columbia (80). Good dramatic offering which should generally please; Barbara Stanwyck is given capable support by Ricardo Cortez and Monroe Owsley. (Mar. 3)

***Trader Horn**—M-G-M (119). Based on the best seller of a few years ago; story unfolded intelligently by a good cast. (Feb. 3)

Unfaithful—Paramount (85). Highly sophisticated opus in which Ruth Chatterton is brilliant in an emotional role. (Mar. 10)

Wild West Whoopee—Cosmo (60). Good western story featuring Jack Perrin; should please the action fans. (Mar. 17)

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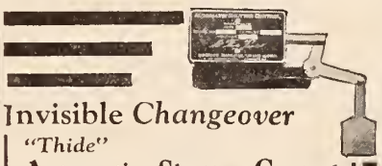
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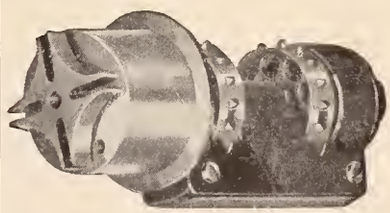
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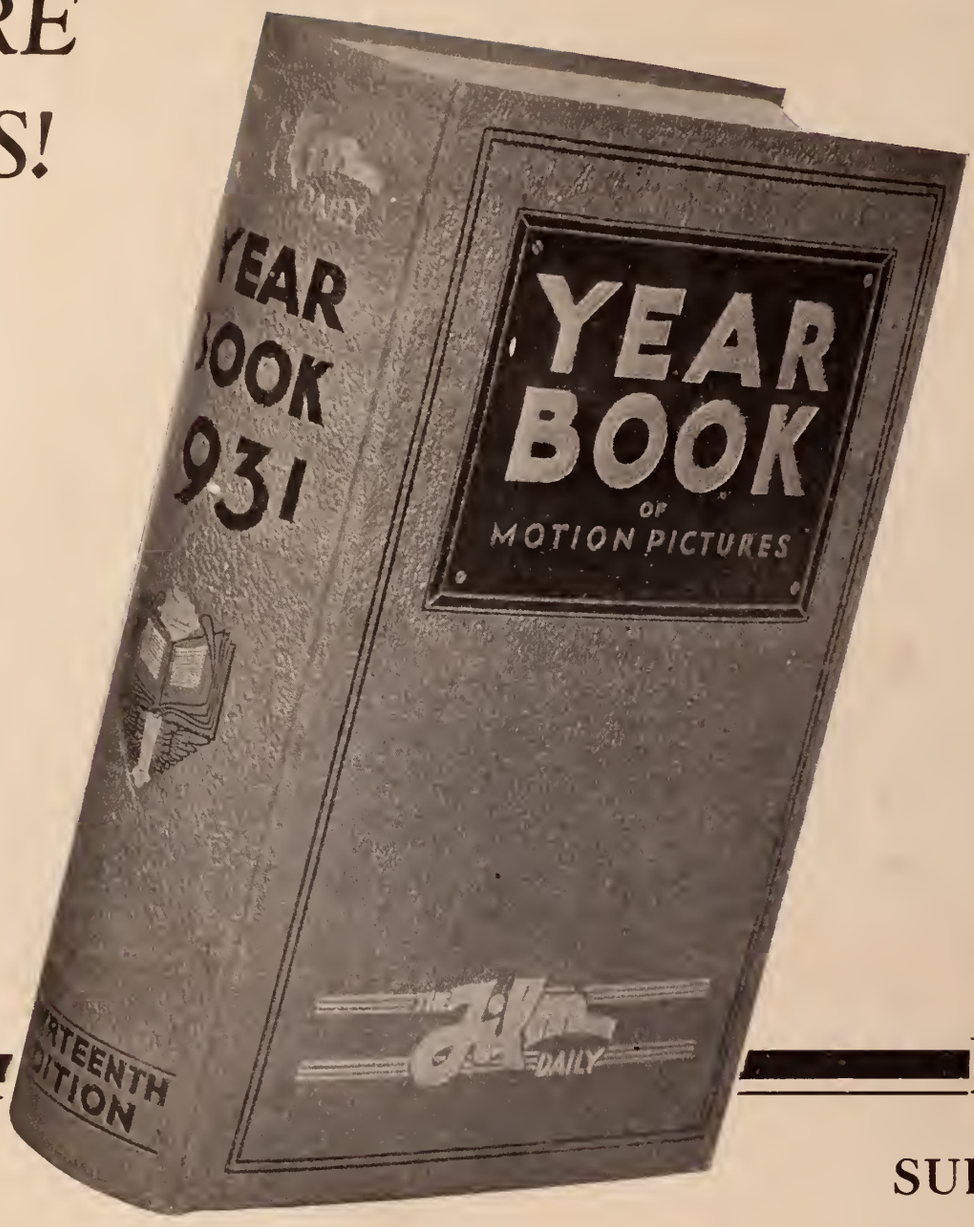
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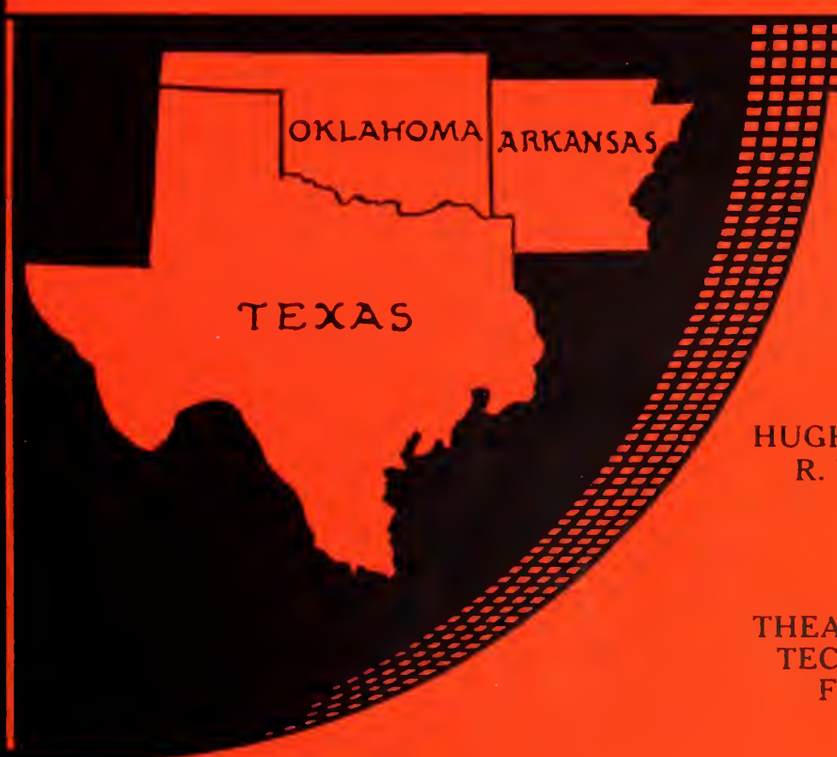
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MAY 5, 1931
VOLUME VII NUMBER 8

MOTION PICTURE TIMES



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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

T.O.P.A. to Hold Conclave

In Dallas; Dates to be Announced Within a Few Days, Says Irving Melcher, Secretary.

Close on the heels of adjournment of the Texas legislature the first general convention of the Theatre Owners Protective Association will be staged in Dallas, according to Irving S. Melcher, secretary-treasurer of the organization. A meeting of the board of directors will be held at the same time, he said.

Convention talk has been heard for the past several weeks, but did not materialize as the entire machinery of the organization was brought into play at Austin to defeat several attacks directed against the industry in Texas.

With the Sunday law practically assured, the signature of the governor now expected momentarily, with censorship soundly defeated, and with two tax bills killed, for all of which the T. O. P. A. claims full credit, the organization is now turning its attention to internal affairs in this business.

A definite policy for the coming year will be adopted at the first annual convention which will be called within the next few days, it is believed.

U. A. to Merchandise Films Locally

A Valuable Plan for Southwestern Showmen to be Put Under Way in Near Future.

By V. W. CRISP

Plans to localize the merchandising of United Artists pictures for the new season were confirmed Saturday in Dallas by Doak Roberts, branch manager. The idea will be embodied in the new selling plans.

Bruce Gallup, publicity and advertising manager in New York, will select nine contact men and place them at strategic points over the country as key men to execute the plans, one of these men to be stationed in Dallas to work the southwestern region.

These contact men will work with branch managers on sales promotion and also with the exhibitors in creating simple merchandising methods and finding new ways to put the show over. These men will also keep close touch with newspapers and critics.

To feed material to the contact man, several publicity men have been assigned to the West Coast studios to create copy on pictures as they progress in production.

In a way, United Artists has tried such a plan before, but not in such a complete way. Exploitation men have worked at intervals on the bigger attractions putting over Class A and sometimes B bookings, but if the company goes through with its plan as outlined and stays with it, the exhibitors even in the smaller towns will be benefited beyond measure.

Such a plan will supply material to the smaller theatres that has not heretofore been available for the average showmen. Many releases of outstanding box-office value, possessing unusual exploitation angles and offers for tieups have been put on as just another

(Continued on page 15)

R-R Deal Signed

Final Papers Signed in L. A. Last Week; Robb and Rowley Remain as Division Managers.

Signing of final papers and the transfer of a sizeable sum of money took place in Los Angeles last week when Hughes-Franklin & Rowley circuit in one of the biggest outright sales of theatre stepped into ownership of the Robb property ever recorded in the South.

The deal included all R & R theatre operations except Little Rock, Ark., owned jointly by R. & R., Publix, et al, and operated as an R. & R. situation; and the smaller towns of Cisco, Hillsboro and McKinney. These operations will remain under the personal supervision of Robb & Rowley.

W. G. Underwood, former states rights exchange owner and an R. & R. official and partner for the past few years, has retired altogether from the company. He plans an early vacation trip with Mrs. Underwood through California, Alaska, Canada, New York and other sections on a sort of see America first tour. Friends believe he will re-enter the show business in some phase later on.

D. Bernbaum, R. & R. treasurer, who has also retired from the company at the final closing of the deal, has made no indication concerning future efforts, but it is expected that he will return in some connection close to the industry—or it may be that he will quit altogether; he can if he wants to.

Robb & Rowley Remain

H. B. Robb and E. H. Rowley

(Continued on page 12)

FORD RETURNS

Veteran Salesman With Blizzard Cooling

J. O. Ford, well known in the trade throughout the Southwest, has opened an office in Dallas, returning to the theatre cooling business in which he was engaged several seasons ago.

Ford has sold moving pictures successfully for a good many seasons during past years, after which he switched over into the cooling business, selling the Blizzard equipment with which he is again associated, this time selling a complete cooling equipment, including the latest type air washer, all manufactured for the sound theatre.

Ford is the factory representative of the Blizzard Sales Co. of Omaha and is now bidding for theatre cooling jobs throughout the Southwest.

SENNETT WORKING

Comedy Producer Will Finish Schedule

Hollywood—Mack Sennett, who has been making Educational's largest series of two-reel comedies, with twenty-six on his schedule, of which eighteen have already been completed, announces that his production department will work on through the summer on the wind-up of this season's product, while his writing staff will work on ideas for next summer's product.

As announced some weeks ago when the comedy producer's contract with Educational was renewed, Mr. Sennett will continue to release his entire output of short subjects through Educational.

MANAGER BEATEN

Boughmon is Victim of Lone Bandit

Oklahoma City—Dale C. Boughmon, manager for Warner Bros.' Liberty Theatre, was beaten and robbed of about $600 by a bandit Tuesday night.

Boughmon had brought the evening's receipts to his office on the second floor of the theatre, where he was met by the bandit, who struck him with a pistol several times, tied him up and made his escape with the currency.

Allied and Home State to Have Four Serials

Four all-talking serials at one wallop is one of the wedges for business this season of the Allied Film Exchanges of Dallas and Oklahoma City and the Home State Film Company of Little Rock.

Supplementing the three all-talking serials of last year which supplied a big gap in the exhibitors' booking problems, Allied and Home State this year repeat with a bigger dose of box office wealth in their offerings of four all-talking serials which are listed as:



H. K. Buchanan

"The Vanishing Legion," with Harry Carey, Frankie Darrow and Rex, King of Wild Horses.

"The Galloping Ghost" with the national favorite, Red Grange, which embodies not only all the football an audience wants to see, but all kinds of stunts and action along other lines of appeal.

"The Lightning Warrior," with Rin-Tin-Tin is declared to be a superior successor to "The Lone Defender" of last year, in which the famous dog took its place as an outstanding box office star in his own right. Almost everybody made money with "The Lone Defender," it is said.

"The Eagle's Shadow," a detective serial, adds balance to the material in the four chapter plays.

Proud of Record

Needless to say that Jack K. Adams, president of Allied in Dallas; H. K. Buchanan, president of Allied in Oklahoma City; and B. F. Busby, president of Home State in Little Rock, are very proud of their serial records in the Southwest, in being able to bring these four Nat Levine, all-talking, twelve-episode action serials to exhibitors.



B. F. Busby

"Exhibitors of Arkansas, Oklahoma and Texas are now offered their greatest opportunity in our collection of serials," Jack Adams said Tuesday as he compiled plans to issue his important announcement on this product.

Other Product Ready

Allied and Home State will also have 28 outstanding 6-reel noiseless recorded westerns; 16 six-reel or more action melodramas; 12 Craig Hutchison two-reel comedies and other shorts and features, according to Mr. Adams' statement.

Stays on Screen

Hollywood — Jetta Goudal will continue her screen career, she announced here. Miss Goudal came out on the winning end of a $31,000 breach of contract damage suit against Pathe Studios, Inc., formerly the Cecil B. DeMille Corporation.

MORE COOLING

Buffalo Sales to 3 More Houses

Cooling business in the southwest is going to surpass record of previous years, according to present indications. Three houses contracted last week to install Buffalo Air Washer and Distributing Units equipment immediately. These theatres were the Opera House at Jacksboro, Texas, oprated by C. A. Worthington; the Beltonian Theatre at Belton, Tex., operated by H. H. Cluck and Roy L. Walker; and the Cozy at Tulsa, Okla., operated by Mrs. Helen Myers. Judge Walker also has complete Buffalo equipment installed in his Leroy Theatre at Lampasas.

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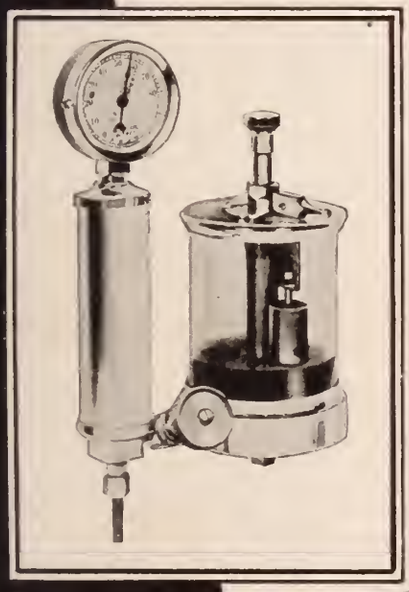
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ALONG FILM ROW

Mr. and Mrs. John Fuller, of Leonard, made a quick trip to Dallas last week, bringing their baby son for treatment of a specialist.

* * *

Vodek & Son of Houston are reported as having purchased the Idle Hour at Hempstead from C. J. McKenzie.

* * *

Young and Baumgarten are building a handsome theatre structure in Refugio, Texas. Hall Industries will do the buying, it is said.

* * *

Jesse Oakes, who will open the Lyric Theatre in Waco, about May 17, has purchased X-Cell sound equipment, Racon speaker, Vocalite screen, etc., from Public Address Service Company at Dallas. The Lyric was formerly operated by J. A. Lemke.

* * *

J. L. McKinney, former branch manager of Tiffany in Memphis, is back in Dallas on the occasion of Tiffany closing down that branch. He expects to make an announcement of a new connection in the next few days. Tiffany offices were recently combined with Educational branches. There was no Educational branch in Memphis and consequently Tiffany accounts formerly handled out of the Memphis office will be divided between the Dallas and Oklahoma City offices.

W. A. Aschmann, special representative of the Big 4 Film Corporation, with Pathe many years previously, was in Dallas Monday closing a deal with Jack K. Adams of Allied for distribution of the new Big 4 product in the Southwest.

* * *

Uncle C. R. McHenry of the new Texas in Dallas is boosting his matinee business by admitting free all adults over 60 years of age. Kids and their parents usually accompany aged persons to the theatre and that's the way it works.

Court Favors Disney

Los Angeles—The Federal District of Southern California last week granted Walt Disney Productions, Ltd., an injunction restraining Pathe Exchanges, Inc., and the Van Buren Corp. from distributing any cartoons imitating Mickey and Minnie Mouse, the characters in the popular short reel distributed by Columbia Pictures. The injunction further stated that any animated drawings imitating the two characters, such as those used by Van Buren in the "Aesop's Fables" series were a direct infringement of the copyright held by Disney.

To Spend Millions

For those who are skeptical or pessimistic about future business conditions in the Southwest, authoritative information has leaked out that the Texas Power & Light Company is working on plans to spend millions in developing its properties in Texas during the next few years. New ventures will be the goal of this syndicate and present properties will be enlarged and improved.

Men who would forge ahead in the show business and who would prosper in that calling are obliged to follow suit on some proportionate plan. Theatres must be continually improved to meet the public taste. New equipment must be bought where it is needed. Theatre operation has evolved into a high class business and must be conducted as such. Capital is a vital factor and must be available and put into use if theatres would continue to prosper and win the public's favor.

W. E. Simpson, operating the Crescent in Austin, has taken over the Ples-Tex at Pleasanton. He has made a nice little house of the new acquisition which he will open this month.

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Independents in Comeback

TURN TO WIDE FILM AGAIN

Two Trust Charges

Dropped by Fed. Trade Commission in the Case Against Paramount; Set Trial for October.

New York — Two of the three charges in the "cease and desist" anti-trust action against Paramount have been dropped by the Federal Trade Commission. "Conspiracy to monopolize" the film business and the "acquiring of theatres with purpose of compelling exhibitors to buy Paramount product" are the charges that have been abandoned. The U. S. court of appeals has granted permission to eliminate these two counts from the committee's petition.

The trial at which a petition asking for a court order to force Paramount to end block booking will come up in October. The case began in 1921 and hearings have been held in 1923 and 1927.

CUE SHEETS OUT

Distribution Discontinued Effective at Once

Hollywood—The establishment of the standard release print has made possible the abandonment of cue sheets for the projection of sound pictures, according to announcement of the technical bureau of the Academy of Motion Picture Arts and Sciences.

Studios and exchanges have been notified by Lester Cowan, manager of the bureau, that the distribution of cue sheets with prints may be safely discontinued. Spaces left for the purpose in the standard release print will be used by the studios for any special information or statement of fader settings which the projectionist should have to run the show. Approval of this change in practice has been given by the producers-technicians committee of the academy.

DECIDE ON TITLE

"Woman of Experience" for Twelvetrees

Hollywood—"A Woman of Experience" will be the release title of the new Helen Twelvetrees picture, temporarily called "The Registered Woman," according to Charles R. Rogers, production head of RKO-Pathe.

The cast includes William Bakewell, Lew Cody, Zasu Pitts, H. B. Warner, C. Henry Gordon, Franklin Pangborn, Nance O'Neil, Geo. Fawcett and Edward Earle.

W. B. Building

San Francisco — A $25,000,000 theatre building program is scheduled by Warner Bros., according to Jack Warner, who was present at the western sales convention here. This announcement spikes the rumor that Fox West Coast would take over the operation of the Warner houses.

Sign Richards

Universal City—Stanley Bergerman, in charge of Universal short reel production, has announced the signing of Vincent Richards, the famous professional tennis star, for two subjects in which he will demonstrate the fine points of the game. He will go to Universal City shortly to make these pictures.

All Fox Theatres to be Equipped for Standard Wide Film; Production Is Included.

New York — Despite the fact that wide film has been pushed into the background in recent months, Fox theatres throughout the country will be equipped with dual projectors, adaptable to standard and wide film, according to The Film Daily. Plans are said to be under way for the production of wide film versions of all Fox pictures.

Fox houses will be equipped by General Theatres Equipment, the report says. The studios are really for production of wide film pictures.

This step by Fox may be a forerunner of another revolution in motion picture presentation if the public accepts it as readily as it did to sound pictures.

NOW VICE-PRES.

Laemmle, Jr., Honored on 23rd Birthday

New York—At a special meeting of the board of directors of the Universal Pictures Corporation, held last week, Carl Laemmle, Jr., general manager of Universal City, was elected second vice president of the corporation.

Contract Illegal Says Philadelphia Court

Philadelphia—Another court declared the old standard exhibition contract illegal last week when Judge Dickinson in the Federal court, eastern district, handed down a decision in favor of Clayton Buss, an exhibitor of Easton, Pa. Action was brought against Buss by Vitagraph, which sought to compel the showman to play out pictures bought on his 1929-30 contract.

According to the Philadelphia court, the Thacher decision outlaws the former standard contract.

Change Title

Hollywood — William Powell's first starring picture for Warner Bros. will bear the title "The Other Man" instead of "The Co-Respondent." This is the picture in which Marian Marsh, John Barrymore's leading woman in "Svengali" and "The Mad Genius," will appear opposite Mr. Powell. Allison Skipworth is also to be prominent in the cast. 'The Other Man" has been adapted by J. Grubb Alexander from a story by Roland Pertwee.

More Than 20 Companies to Produce Between 100 and 150 Features for New Season.

The independent producer, who took a back seat when sound pictures swept the industry, is making a comeback. The independent market was hurt but not completely wrecked by the talkie avalanche and, although 1930 saw a gradual recovery of state rights producers, 1931 seems destined to be a banner year for the independents.

It is estimated that between 100 and 150 independent features will be turned out by the twenty or more companies producing for the state rights market during the new selling season. A survey of the independent production plans indicates that the pictures are mainly western and action stories aimed principally at family trade with due consideration for child patronage.

Some of the companies producing for independent distribution are Monogram, Big 4, Headline, Allied, Mascot, Ideal, Chesterfield, Hollywood, Congo, Liberty, Reed, Talking Picture Epics and First Division.

CRIME FILMS OUT

LeBaron Sees Need for Healthier Stories

Hollywood — William LeBaron, vice-president in charge of production for Radio Pictures, made the announcement at Radio Pictures sales convention in Hollywood that sex and gangster pictures have run their course and are to be replaced by productions depicting healthier and more virile phases of life.

Virile melodrama and comedies stressing the normal, human side of life are to be produced by Radio Pictures, according to this policy. Colorful adventure and interesting metropolitan backgrounds, with glamor, romance and the spell of illusion are once more to be dominant in motion picture production, according to the executive.

"Doubles" Out

New York—A clause forbidding the sale of a Metro-Goldwyn-Mayer picture for a double-feature program will be added to the present M-G-M contract, it became known here, following the recent Chicago convention.

Warner-First National Announce Productions

New York—The 1931-32 production programs of Warner Bros. Pictures, Inc., and First National Pictures, Inc., were announced last week by Sam E. Morris, vice-president in charge of distribution.

"In players, stories, directors, technical operation and all other phases of motion picture production, we believe that our programs for 1931-32 will set a new standard of excellence," Mr. Morris said. "Certainly we shall spare no effort to achieve that end."

Warner Bros. Pictures, Inc., and First National Pictures, Inc., will each produce thirty-five feature-length talking pictures during the coming season.

The Warner Bros. program is as follows:

William Powell will be presented in three pictures. The first will be "The Other Man," based upon a play by the English author, Roland Pertwee. After "The Other Man" Mr. Powell will star in "Divorce Detective." Several scripts are under consideration for the third Powell vehicle.

George Arliss will be presented in "Alexander Hamilton," a screen version of the stage drama written by Mr. Arliss in collaboration with Mary P. Hamlin. A second Arliss picture is also in preparation.

John Barrymore is to be starred in "The Mad Genius," based upon a successful play by Martin Brown.

Barbara Stanwyck is to be starred in three pictures. "The Purchase Price," by S. K. Morehouse; "Betrayed," an adaptation of the play "Top of the Hill," by Chas. Kenyon. Miss Stanwyck's third picture will be "Desirable," from Houston Branch's play "Safe in Hell."

Constance Bennett will be presented in "The Dangerous Set," by Gregory Stone. The role to be played by Miss Bennett is described as that of a woman of many loves and one conquest too many.

At least three starring vehicles for Kay Francis will be produced, of which "The Hungry Wife" will be the first. It has been adapted from Arthur Richman's sensational play, "Heavy Traffic." Her second picture will be "Exclusive," by Carolyn Sharpe. The third Kay Francis vehicle will also have a strong dramatic story.

Dolores Costello is returning to the screen after two years' retirement, in "Expensive Women," from Wilcon Collison's novel, "The Passionate Sonata," which is to be published in the fall.

There will be three Winnie Lightner pictures: "Side Show," "Big Hearted Bertha" and the third yet untitled.

Frank Fay will be featured in "Mr. Hercules," from the novel by Gwen Williams.

"Paid to Dance," by Arthur Caesar, will be produced as a true-to-life comedy-drama of the adventures of a Parisian gigolo. This will also probably be a Frank Fay vehicle.

The First National program follows:

Richard Barthelmess is scheduled to appear in two pictures for release during the coming season. The first will be "Spent Bullets," based on John Monk Saunders' Liberty Magazine serial novel, "Nikki and Her War Birds," which has recently been published in book form under the title "Single Lady."

Dorothy Mackaill will be starred in four productions. First on the list is "Rival Wives," from the popular novel by Ann Austin.

Douglas Fairbanks, Jr., is also to have four vehicles, the first being "I Like Your Nerve," an original written for Fairbanks by Roland Pertwee.

Bebe Daniels will have three pictures. "The Honor of the Family," a modernized version of Balzac's famous novel, will be the first. Her second will be "Bed and Board." Her third will be a mystery thriller, "The Name on the Register."

There are to be three Edward G. Robinson starring vehicles, of which the first, "Five Star Final," is ready to start production. His next picture will be "The Inside Man."

Marilyn Miller is to be the star of three pictures. All are being written especially for her.

One of the outstanding features of the season for First National will be the introduction to the American public of Lil Dagover, who will star in "I Spy," by Baroness Carla von Jenssen, a romance of international espionage and intrigue. Lil Dagover is a celebrated and popular modern German actress.

For Joe E. Brown three pictures are planned. "Local Boy Makes Good," by Walter De Leon, gives him a role in the real Joe E. Brown vein. "The Tenderfoot" will be a screen revival of the famous musical comedy in which Richard Carle once tsarred.

Leon Janney, the thirteen-year-old actor who scored so notably in "Courage" and "Father's Son," will play Penrod in "Penrod and Sam," from Booth Tarkington's series of stories.

Walter Huston will be the star of "Upper Underworld," a realistic drama of rackets and racketeers.

Nine other pictures conclude the lineup.

Radio Announces 1931-32 Productions

Hollywood—Stars are to play an important part in the new productions to come from Radio Pictures, according to the announcement by Joseph I. Schnitzer, president, before the convention of RKO-Radio Pictures in Hollywood.

Richard Dix, Irene Dunne, Dolores Del Rio, Ina Claire, Hope Williams, Lowell Sherman, Lily Damita, Bert Wheeler, Robert Woolsey, Dorothy Lee, Edna May Oliver, and Hugh Herbert will be featured in one or more major productions.

In addition to the four million-dollar productions which he announced, and which include "Marcheta" and "Frontier" with Richard Dix and Irene Dunne, "Bird of Paradise" with Dolores Del Rio, and a Howard Estabrook story of Hollywood, "Miracle City," Mr. Schnitzer announced the thirty-two additional productions of the Radio Pictures production schedule.

These include: "The Woman Between," with Lily Damita, directed by Victor Schertzinger; "The Dove," with Dolores Del Rio, by Willard Mack; "The Slander Girl"; "Symphony of Six Millions," original by Fannie Hurst; "Traveling Husbands"; "Too Many Cooks," by Frank Craven; "Are These Our Children," by Wesley Ruggles; "Should Wives Work," by Al Boasberg; "Divorce Lawyer," and "Aristocrat," with Lowell Sherman; "Consolation Marriage," with Irene Dunne; Wheeler and Woolsey in three; "Every Girl," by John Howard Lawson; "The Sphinx Has Spoken," with Lily Damita, Geoffrey Kerr, directed by Victor Schertzinger; "Folly," with Ina Claire, by John Howard Lawson; "Glamour"; Edna May Oliver and Hugh Herbert in two; "Exposed"; "If I Were Rich," with Bert Wheeler and Dorothy Lee, by William McGuire; "One o'Clock Girl," by Charles MacArthur; "Love a La Carte," by John Howard Lawson; "Fannie Foley Herself," starring Edna May Oliver; "The Chicago Dove," with Ricardo Cortez; "Penthouse," original by John Howard Lawson, starring Hope Williams; "The Last Virtue," with Dolores Del Rio, by I. A. R. Wylie; "Love Affair"; "The Other Passport," with Irene Dunne; "Dance, Gigolo, Dance," with Ricardo Cortez; another Rex Beach story.

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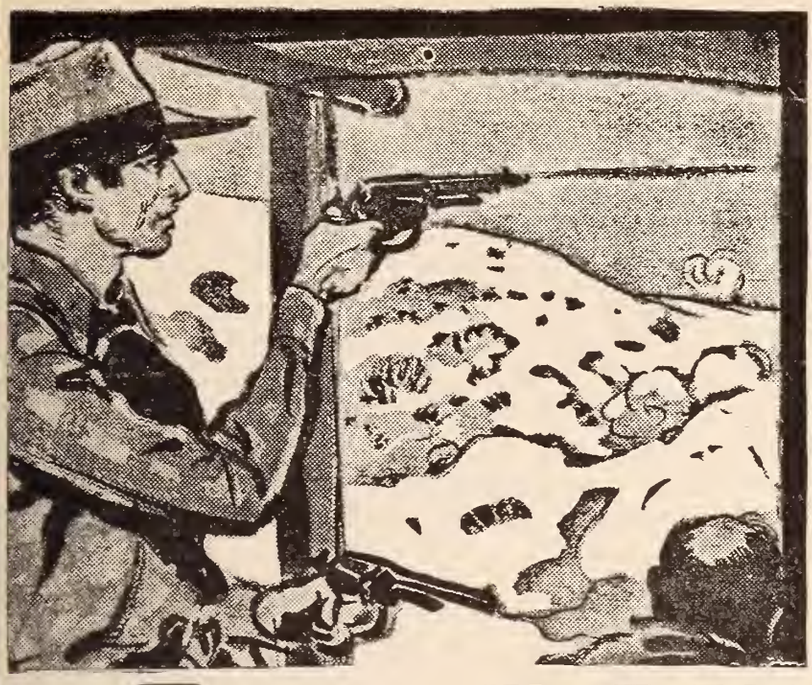
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2. **RED GRANGE** *In* **"THE GALLOPING GHOST"**

This serial is not all football. It takes in much more than that. It is positively one mad whirl of dizzy, breath-taking action and hair-raising stunts.

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Arbitration, Goal of TOPA

Judge Walker Lauds Times Editorial and Decries Court Action; Meeting Called.

Believing that the industry should re-unite in resorting to arbitration, or some suitable and similar means for settling disputes between distributor and exhibitor, Judge Roy L. Walker, of Lampasas, president of the Theatre Owners Protective Association, has made the statement that court action is an unsatisfactory means to an end.

Directors to Meet

In a letter to MOTION PICTURE TIMES in which he cites a recent editorial and in which he announces a meeting of the directors of his organization in Dallas for May 11, Judge Walker wrote as follows:

Mr. V. W. Crisp,
Motion Picture Times,
Dallas, Texas.
Dear Sir:

I note what you had to say in the last issue of the Times in regard to arbitration of differences between exhibitor and distributor, and I heartily endorse any mood that tends to establish a definite form of arbitration wherein these differences may be settled without a resort to court.

It will be remembered that my first difference with Allied (M. P. T. O. at that time) was over a law suit filed to do away with arbitration, and in my opinion a great deal of the trouble that we have had in the past eighteen months in playing contracts, booking pictures and misunderstandings with the distributors has been caused directly on account of no definite method of settling our disputes and each party realizing that the courtroom was the worst place to try them out.

One of my hopes for our new organization has been, and still is, that when we are through with our work in the legislature we might be able to formulate a plan whereby a confidence can be established between distributor and exhibitor and an equitable way arranged for the settling of the claims for and against each without continual threat of court procedure, because any sane man realizes that no industry can prosper without the confidence and cooperation of all parts of it, and I do not believe that this can ever be accomplished by law suits or threats of legislative action.

I am calling a meeting of the directors of our association for Monday the 11th, and hope to see you in Dallas at that time.

R. & R. Deal Signed

(Continued from page 3)

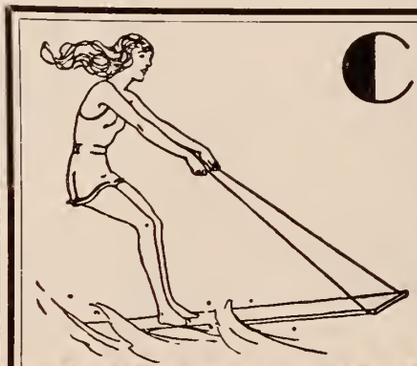
have agreed to remain as division managers of Hughes-Franklin operation in the Southwest, the business to be conducted along the same lines as heretofore with no changes in the organization except that a Mr. Blatchford will arrive from Los Angeles to take up duties of assistant treasurer in the Dallas office.

All further expansion of the H-F circuit will come through the division managers, it is said.

Real Estate Retained

Real estate connected with R. & R. theatres has been retained by R. & R. Theatres, Inc., which now becomes merely a holding company, it was said. The real estate has been leased to Hughes-Franklin for 15 years. The theatre operations, however, went to H-F in an outright sale in which no figures were made public, but rumors had it all the way from two to three milions, more or less.

Hughes & Rau will soon open a new theatre in Rusk, Texas, in opposition to H. C. Houston of the Astor. East Texas Theatres of Beaumont will hereafter do the buying for the Astor, it is reported.



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REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

FOX

Part Time Wife, Edmund Lowe, Lelia Hyams — Delightful. It's an answer to an exhibitor's prayer for general audience entertainment.—Ike Katz, Tivoli, Montgomery, Ala.

Big Trail, John Wayne — An excellent production. Pleased audience, registered well at box office.—R. C. Peniston, Majestic, Jetmort, Kas.

Big Trail, John Wayne—Powerful, well produced epic—but failed to click because of unfortunate lack of stars in the cast.—Ike Katz, Tivoli, Montgomery, Ala.

Man Who Came Back, Farrell-Gaynor—Heavy and morbid tale but drew on strength of team—Ike Katz, Tivoli, Montgomery, Ala.

RADIO

Cimarron, Richard Dix — A picture of no regrets. Good photography, sound and story. Pleased our audience 100 per cent.—R. G. Peniston, Majestic, Jetmore, Kas.

Silver Horde, Louis Wolheim and Evelyn Brent — Good program but not the special it was sold for.—R. C. Peniston, Majestic, Jetmore, Kas.

STATE RIGHTS

Ten Nights in a Barroom, William Farnum, Tom Santschi—Story well known as silent picture and stage play. With extra exploitation did big business. About 50 per cent above average.—Thos. J. Finin, Empress, Decatur, Ill.

Ten Nights in a Barroom—Farnum—Good small house or town attraction. Bill as a circus. Strand Theatre, Duluth, Minn.

UNITED ARTISTS

Raffles, Ronald Colman — Another delightful picture for general audience entertainment.—Ike Katz, Tivoli, Montgomery, Ala.

Evangeline, Dolores Del Rio—Although silent and belated showing, this picture drew strong with elderly people and school children.—Ike Katz, Tivoli, Montgomery, Ala.

Eyes of the World, John Holland —Very poor recording. Not much drawing power.—R. C. Peniston, Majestic, Jetmore, Kas.

Whoopee, Eddie Cantor—One of the best musical comedies I have run, if you have appendicitis don't see this one, it's made for laughing. —R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

What a Widow, Gloria Swanson —What a Flop! Don't waste your money on this excuse for a story.—R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

UNIVERSAL

Lady Surrenders, Genevieve Tobin.—Pleased the crowd. Capably handled. Hard to beat.—I. J. McIntyre, Gardens, Laconia, N. H.

Free Love, Genevieve Tobin. This one went over big. A peach of a show. Had poor print and audience knew it.—I. J. McIntyre, Gardens, Laconia, N. H.

Free Love, Genevieve Tobin and Conrad Nagel—It is my opinion that it takes more than a family row to make good entertainment. Not for small towns. Set it out.—R. C. Peniston, Majestic, Jetmore, Kas.

Boudoir Diplomat, Betty Compson Poor for small towns. Just another one of those sophisticated flops.—R. C. Peniston, Majestic, Jetmore, Kas.

Lady Surrenders, Conrad Nagel. —Universal pictures this year have been uniformly good and this one is no exception. Not a picture for children. Nothing in it to offend, but there is nothing of interest for children, as there is no action. Picture gets over with its dialogue and situations beyond small kid understanding.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

See America Thirst, Harry Langdon and Slim Summerville—A comedy that makes the shekels rattle in the box office and makes the walls rattle with laughter inside. Pleased them all—kids, grownups, and grandpas. Full of foolishness but that's what gets it over. Good crowd second night. Recording not so good on disc.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Discontented Cowboys, Geo. Sidney, Charles Murray. A very good comedy. At least it got a few laughs.—R. C. Peniston, Majestic, Jetmore, Kas.

Night Work, Eddie Quillan — A very good picture; will please the majority of your patrons.—R. C. Gentry, Lyric Theatre, Badwyn, Miss.

WARNER BROS.

Office Wife, Dorothy Mackaill—A well produced, well enacted modern drama, spiced with keen subtle humor. Splendid adult entertainment.—Ike Katz, Montgomery, Ala.

Oh, Sailor Behave, Olsen & Johnson—Very good. At least it seemed to please the majority of patrons. R. C. Peniston, Majestic, Jetmore, Kas.

Doorway to Hell, Lew Ayres—A very clever portrayal of gangster life. May it be a pattern—R. C. Peniston, Majestic, Jetmore, Kas.

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My opinion on pictures recently played here is as follows:

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Star _____ **Producer** _____

Remarks: _____

_____

_____ **Weather:** _____

Title _____

Star _____ **Producer** _____

Remarks: _____

_____

_____ **Weather:** _____

City _____ **Theatre** _____

State _____ **Exhibitor** _____

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WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Producer Points out Value of Shorts Exploitation

Can a short subject be exploited to good results. "Yes," is the answer given by Larry Darmour, producer of Mickey McGuire and other Radio comedies, "and with a series to results that reach further than the exploitation of a feature.

"The wide difference in exploiting the short as compared to the feature is that in the latter the ballyhoo is for the one time only, whereas with the short of a series you are building your patronage over a long period of time."

"I have a number of communications from exhibitors who have used solid exploitation on our Mickey McGuire comedies. The results in each case have been highly satisfactory. Particularly has it helped the exhibitor in building the kid matinee business. Wherever, for instance, a Mickey McGuire Club has been organized, the exhibitor assures us that the attendance of kids has increased each time one of the Mickey McGuire series was shown.

"There is such a thing, however, of hopping on at the right time. As in the case of the feature, one short may have better exploitation possibilities than another. Illustrating this point, let me again call your attention to the Mickey McGuire series. Our latest release is "Mickey's Crusaders," a comedy of Toonerville dealing with the circus. Here is a form of exploitation that always has brought good results. There is color and lots of it in circus exploitation—parades, stuffed animals in cages, clowns and plenty of noise. We learn that this year there hasn't been a circus picture produced for release during the present circus season. Here then is the opportunity to give full exploitation to a short subject with almost assured success.

Swimming Suit Display

M-G-M has a tie-up with the Catalina Swimming Suit manufacturers. Joan Crawford, Leila Hyams, Anita Page and others appear in full-length pictures in the dealer's book. Look up the Catalina dealer in your town for window displays.

Chickens Sell Short Subjects

LAUREL and Hardy's "Chickens Come Home to Roost" was exploited by Russell Brown, McDonald Theatre, Eugene, Ore. Twelve chickens were borrowed and a pair of red pants were made for each one. In each pocket was placed a pass to the theatre. News stories told of the idea in advance. The first to catch the chicken took the pass and released the fowl. Then the one who caught it and returned it to the theatre received a pass also. At high noon, the dozen birds were released. Imagin the excitement. The birds flew, ran and squawked. Crowds gathered to watch the fun. Multitudes joined in the chase. Nevertheless, after a couple of hours all the chickens were back in their crates unharmed.

Bring Tin Cans For Admittance

IN Olathe, Kansas, the Chamber of Commerce put on a spring clean-up campaign. The theatre offered free admittance to every child who brought three cans. The city had trucks backed up in front of the theatre. Kiddies threw cans into them and were then admitted. Every back yard and alley was soon devoid of cans.

Tabloid Newspaper On "Finger Points"

WITH all the earmarks of genuineness, profusely illustrated, and containing the story of the crime on which "The Finger Points" picture is based, a tabloid newspaper was distributed in Cleveland. This was used in connection with the pictures showing at the Lake, Uptown and Variety Theatres.

An army of leather-lunged newsboys put them into the hands of two hundred thousand Clevelanders on the eve of the picture's three first-run openings.

AD-it-orial

By William Jacobs

"HOT Days Are Coming!"
That's the signal for the preparation to overcome another three to four month seat selling obstacle.

The wise and energetic start early to sow selling seeds that grow into "bumper" seat crops.

Resorts don't wait until vacation times comes to sell their appeal. They start early.

Railroads start in the early spring to sell summer tours.

Start now to pound, sell and exploit the idea to the family, "Seek the theatre during the hot days for hours of cool, refreshing and joyous relaxation."

Be the first to make a bid for summer entertainment attendance. Beat the amusement parks to the appeal. Scoop the miniature golf lots. Plant the thought with strong emphasis on the manufactured comfortable temperatures maintained, combined with entertainment of invigorating and refreshing happiness.

"Cool Days Are Coming!" makes an appropriate title for the campaign.

Start now to sell the thought on your screen. Put it before them in the foyers and rest rooms. Build an inside lobby display. Mention it in the newspaper ads.

Build to its peak of importance just before the hot days come on.

Then pull down the scorching red colors from the inside and outside of the theatre. Put up the cooling blues and greens. Make a radical change for the cooler.

Decorate your newspaper ads with a background of ice and snow enhanced with figures of refreshing youth. Use similar ideas on posters. Greet them with exaggerated icicles from the canopy and box office.

Use every device to impress cooling comfort.

Start early to build, "Cool Days Are Coming!"

Prescription and Pill Humor 'Em

TO put Springfield, Ohio, seat fillers in good humor during the showing of Winnie Lightner and Joe E. Brown in "Sit Tight," Regent Theatre management distributed a doctor's prescription with a small dried pea accompanying it. It advised to take the pill in a tub of fervent water and then rush madly to the theatre, disregarding traffic signals, and meet Dr. Winnie and Jojo, the tiger. It was signed "Dr. Bunkem."

Big Co-operation On Fashion Show

THE Stanley Theatre, Utica, N. Y., put over a "fashion week" that had the cooperation of the merchants and the daily newspapers. Mannikins wearing the latest fashions were presented. The show was extensively advertised. The Daily Press issued a special Stanley Theatre fashion section of its Sunday edition. The merchants took considerable space, calling attention to the theatre exhibit in all the ads.

FREE!

No Dues — No Membership Fees — No Assessments — Just

CO-OPERATION

When you send your used advertising to M. S. White, you not only make a definite saving for yourself, but you make it possible for some brother exhibitor to get his orders filled more complete — Let's co-operate.

M. S. White Poster Exchange

1807½ Commerce St. Tel. 7-1011 Dallas, Texas



L. B. RUST

who has been appointed manager of the Monogram branch in Dallas. Rust has long been associated with the picture business, having started his career in 1915 with the Mutual Film Co. He formerly was district booker for Publix.

Oklahoma City Notes

Pat McGee, general manager for Publix Theatres in Oklahoma City, has returned from a business trip to St. Joseph, Mo.

* * *

"Trader Horn," with return date, and at popular prices, has been packing 'em at the Criterion Theatre the past week.

To Merchandise

(Continued from page 3)

picture for the reason that all the exhibitor had to work with was a few stills and a cut-and-dried press book.

The exhibitor must be sold on the picture and supplied the material to put it over, as in the case of "Check and Double Check" and "Cimarron," if the distributors expect to get what they believe to be fair film rentals in the future.

Two pictures of enormous value played Dallas last week and made a lot of money. They were specials of the finest quality if the term was ever correctly applied. True enough, the pictures have been sold to the public through various mediums—but not to the exhibitor, and for this reason the exhibitor in most cases will play them as just another movie, all because they do not have the necessary advance information to exploit such releases properly.

Showmen get their information mainly through trade papers in localized copy. That is what they want and that is the only character of copy that will fill the bill.

It is up to the general sales managers and home office advertising managers to see that the exhibitors get just such material. If theatre advertising in the average size towns is developed as it should be, there will be little complaint against excessive film rentals. If the exhibitor can take in ity for Publix stage shows in New won't object to paying $30 for a picture. Such a condition is going to be brought about only by such a plan as United Artists has adopted and this plan must include regional trade paper advertising with proper localized copy and information on current releases.

It is inevitable that all distributors will sooner or later adopt the localized plan and work it for everything it is worth.

Jean Finley, well known theatre publicity man, has been assigned the United Artists local merchandising job in the Southwest with headquarters in Dallas. Finley was connected with Publix for several years. He was the first manager of the Palace in Dallas. He was later in charge of publica couple of hundred on a film he York, and also managed a Publix theatre in Tampa, Fla. Finley is a native of Dallas.

BUYS EQUIPMENT

Oakes Buys for Lyric in Waco

John Hardin, owner of Hardin Theatre Supply Company, has sold Jesse Oakes, opening the Lyric in Waco, two projection machines, Roth generator, two Strong lamps and several items of miscellaneous projection facilities.

Paul Scott, owner of the Varsity in Dallas, has purchased a Roth generator from the Hardin company.

COOLING

TODAYS MODERN THEATRES

THE COMMANDER

THE SUPREME

NATURAL REFRIGERATION AND AIR COOLING SYSTEMS

WRITE FOR CATALOGS-PRICES-TERMS

SUPREME HEATER & VENTILATING CORP.

ST. LOUIS, MO.

X-CELL EQUIPMENT

The whole industry is talking X-Cells because X-Cells have revolutionized the motion picture industry.

X-Cells are now installed in

Grand Theatre, Ft. Stockton, Tex.; Grand Theatre, Pecos, Tex.; Palace Theatre, Marietta, Okla.; Gayety Theatre, Ft. Worth, Tex.; Yale Theatre, Muskogee, Okla.; Rialto Theatre, Sinton, Tex.; Grand Theatre, Muskogee, Okla.; Riggs Theatre, Marble Falls, Tex.; Rita Theatre, Greenville, Tex; Rex Theatre, Amarillo, Tex.

The following theatres have purchased X-Cell equipment:

Victory Theatre, Henderson, Tex.; Lyric Theatre, Waco, Tex.; Texas Theatre, Pharr, Tex.

Complete X-Cell equipment is sold under the guaranty of sound reproduction being equal to the most high priced equipment on the market. No service or rental charge. X-Cell equipment is all A. C. operated. There are no head amplifiers and no batteries.

Get the details today. Call or write

PUBLIC ADDRESS SERVICE CO.

DALLAS, TEXAS

NEW COMPANY

Resurfacing of Screens Is Its Purpose

New York — Announcement is made of the formation of a new organization with headquarters in New York, for the purpose of cleaning and resurfacing motion picture screens of all types.

This organization is affiliated with the Beaded Screen Corporation, makers of Vocalite and Superlite screens, and is the outgrowth of over a year's experiments and developments in cleaning and resurfacing of screens.

Many special surfacing and cleaning processes have been worked out and tested under all conditions met with in service.

It is now possible to create a surface superior to that of the average screen when it was originally installed, the company announces.

One of the surfacing materials is the one used in the manufacture of the new "Chromolite" screen, which has just been announced by the Beaded Screen Corporation, and furnishes to the old screen the advantages of perfect color rendition, a brighter picture, and freedom from harmful ultra-violet rays.

SIGN FETCHIT

Negro Comedian With Allied Pictures

Hollywood—M. H. Hoffman, Jr., of Allied Pictures, has signed Stepin Fetchit for the comedy relief in Hoot Gibson's next special, "Wild Horse," by Peter B. Kyne.

Fetchit, who registered sensationally in Universal's "Show Boat," and M-G-M's "The Prodigal," recently concluded a night club engagement of many months in San Francisco. The signing of Stepin Fetchit is in keeping with Allied Pictures' policy of enlisting recognized talent for the independent field, Hoffman announced.

SUES SHERIFF

Exhibitor Says Money Was Withheld

Stockton, Calif. — A suit for $5,934.30 against Harvel Odell, as sheriff of San Joaquin County, has been filed in the superior court by John Gomez, owner of the Royal Theatre.

Gomez alleges that the sheriff's office collected and withheld $384.30 in admissions after he had acquired ownership of the house. Gomez also asks $5,000 damages for trespassing, $500 for counsel fees and $50 costs.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

PERFECT FIT SEAT COVERS made to measure; guaranteed fit and lowest prices. Linenettes 45c (40c lots of 1,000), Belgium linens 65c (60c lots of 1,000). We manufacture all seat covers. Tri-State Theatre Equipment Exchange, 1403 Fifth Ave., Pittsburgh, Pa. 4-28

TWO de luxe Motiograph projectors and Motiograph high intensity lamps; used 6 weeks. Tex McCullough, Ararat Shrine Temple, 11th & Central, Kansas City, Mo. 5-5

TWO POWERS 6A machines, two compensarcs, one screen. In fine shape. Need the cash first; $90 takes all. B-368, Associated Publications. 5-5

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

ONLY THEATRE in Michigan county; 240 seats; for quick sale or lease. Address B-369, Associated Publications. 5-5

THEATRE in fast-growing wheat belt, small town; sale or trade. What have you? Address B-370, Associated Publications. 5-5

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

FOUR insertions for the price of three. Terms, CASH WITH ORDER. Mail your copy with remittance to Associated Publications, Inc., 4704 E. 9th St., Kansas City, Mo.

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED sound projectionist wants position immediately. Paul Hadley, Piggott, Ark. 4-28

THEATRE MANAGER — Have diversified buying experience; excellent knowledge of publicity, sound, acoustics, projection, exploitation, music, house management, financial reports, stagecraft. Command all requirements that go to make up the successful operation of modern theatre; age 37. Write B-361, Associated Publications. 4-28

SOUND PROJECTIONIST, all machines alone. Projectionist, 1819 Humboldt Blvd., Chicago, Ill. 5-12

POSITION WANTED—Theatre manager and exploitation man; own lobby displays, edit any kind theatre exploitation; go anywhere. Harry Reader, 5021 Margaretta Ave., St. Louis, Mo. 5-5

OPERATOR - ELECTRICIAN wants position; repairs projectors, and sound equipment; ten years' experience; married. Walter Ingalls, New Hampton, Iowa. 4-28

OPERATOR - ELECTRICIAN. Repairs own projectors; ten years' experience. Box 282, Mason City, Iowa. 4-28

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 4-28

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRICAL PRINTING

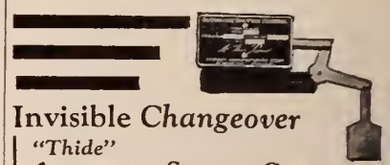
ADVERTISE your movies with 3x8 dodgers. 50 words allowed. 1,000, $1.00; prepaid. King Shopress, Warren, Ill. 4-28

POSTER EXCHANGES

CASH PRICES PAID for used advertising on current releases. Ship at once parcel post or express collect. B-367, Associated Publications. 4-28

Patronize The Associated Group It Will Bring You Better Results



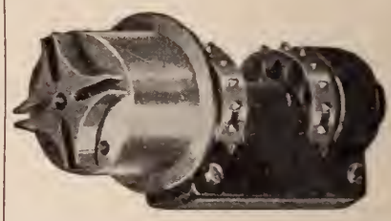


Invisible *Changeover*
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.
Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

The Millionaire

Warner Bros.—82 Minutes

Cast: George Arliss, Evalyn Knapp, David Manners, Florence Arliss, Noah Beery, J. Farrell MacDonald, Bramwell Fletcher, James Cagney, Tully Marshall, Ivan Simpson, J. C. Nugent, Sam Hardy. Directed by John Adolfi.

"Idle Hands" by Earl Derr Biggers has received excellent treatment in its transposition to the screen. Superb direction of that master dramatic character, George Arliss, and a perfect supporting cast has turned out a smart entertaining film with clever dialogue and rich humor.

Mr. Arliss portrays the successful business man who is ordered by his physician to retire if he desires to continue living. Against his wishes he does this and goes to a western health resort with his family, which consists of a wife and daughter. Inactivity and being fed on pills becomes very irksome to him and when he sees an opportunity to buy a half interest in a service station he does so, unbeknown to his family. The former owner puts over a fast one on him and another young man, who bought the other half interest, as the main highway was changed, making the station valueless. The younger man, whose entire fortune was invested, wished to go and fight it out with the former owner but the older man had ideas of his own which was to build on the main highway directly opposite the former owner's new station.

In the meantime the younger man and the daughter had become acquainted through her visit to the station for gas, each unaware of the connection of the other with the older man. After the new station is opened and he sees that he is going to make money enough to finish his course as an architect, he goes to ask the girl's father for her hand. She has already told her father of their love for each other and it meets his approval. His former business associates have had reverses and bring the doctor out to see if he has recovered sufficiently to return and take charge. He finds him much improved and takes the credit for pulling him through.

If this picture does not rate first among this year's productions it will surely be among the top numbers.—Southwell.

Shipmates

M-G-M—72 Minutes

Cast: Robert Montgomery, Ernest Torrence, Dorothy Jordan, Hobart Bosworth, Cliff Edwards, Gavin Gordon, Joan Marsh, Edward Nugent, E. Allyn Warren, George Irving, Hedda Hopper, William Worthington. Directed by Harry Pollard.

Montgomery's first stellar role in a story of the navy that, while not plausible, is highly entertaining. As a gob assigned to an oil barge he goes ashore and poses as a big oil man from South America. Runs into a party at which he falls for the girl who afterwards turns out to be the retiring admiral's daughter. Against his wishes he is assigned to the flag ship and reports for duty on the admiral's barge. The girl discovers his deception but still cares for him, but at her father's request refuses to speak. At gun practice he wins the admiration of his chief with whom he is always at loggerheads. He is recommended for appointment to Annapolis. Passes his examination but gets into a fight with a young lieutenant who has been going around with the girl. Knowing he has violated the code and is subject to arrest, he is planning to desert when he runs into the admiral who is on the wharf for a farewell look at his ships. The admiral demands an explanation but at this time an oil tanker blows up in the harbor in close proximity to an ammunition barge. The burning oil threatens the ammunition which, if blown up, would destroy every ship in the harbor. The gob and the admiral go out in a launch and open the sea cocks and flood the ammunition barge. In the attempt to leave the admiral is lost and the gob badly burned and comes to in the hospital bay where the young lieutenant tells him their fight is a purely personal matter. He goes to Annapolis and the fade out is with the girl who promises to wait the four years for his graduation.

Plenty of action in the shipboard scenes made through the cooperation of the navy and in the harbor fire sequence. Excellent supporting cast and smart, clean comedy should put this over big anywhere. Good exploitation angles will help you sell it.—Southwell.

Dirigible

Columbia—100 Minutes

Cast: Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Harold Goodwin, Clarence Muse. Directed by Frank Capra.

Columbia comes forward with what looks like a box office smash and we say this after witnessing the opus cold in the preview room.

Jack Holt and Ralph Graves are together again, this time as two navy airmen making dashes to the South Pole. The story concerns a flight to the pole by Holt whose dirigible is wrecked in a storm before he reaches his goal. Graves, who is scheduled to make the flight with Holt, is taken off the crew just before the ship sails, his wife having begged of Holt to leave him behind. Holt's love for his pal's wife being greater than friendship for his pal he agrees.

While another ship is being built for Holt's trip, Graves goes southward on a sailing vessel, then pilots a plane in an attempt to reach the pole. In attempting to make a landing he is wrecked and marooned. Holt hears of the disaster via radio and sets sail in the newly finished dirigible to the rescue. Graves' wife is on the verge of divorcing him because of his love for air voyages being the greater. With the return of the party the greater love wins, however, with Holt getting the acclaim of the public and Graves the attention of his wife.

The direction is splendid. Some tense and thrilling moments and excellent photography. — Warren Stokes.

3 Girls Lost

FOX—72 Minutes

Cast: Loretta Young, John Wayne, Lew Cody, Joyce Compton, Joan Marsh, Katherine Clare Ward, Paul Fix. Directed by Sidney Lanfield.

Here is light flim fare that should please most any type audience. Romantic enough to satisfy without being too sophisticated and slopping over. Story concerns the adventures of three girls of distinctly different types who come from their respective homes to make good in Chicago.

Loretta Young as Noreen, who is reserved and sincere, acts as a mediator for Marcia (Joan Marsh) of the gold digger type and Edna (Joyce Compton), the romantic one who loves well but not wisely. Marcia becomes acquainted with John Wayne, a young architect, who introduces her to his employee, Lew Cody, a wealthy racketeer. House parties jazz it up a bit and an underworld killing adds a thrill, but the story is mostly romance which brings together the young architect and Noreen, the sincere one. A little comedy would have helped this one out but it is, however, good entertainment.—Southwell.

Ladies' Man

Paramount—75 Minutes

Cast: William Powell, Kay Francis, Carole Lombard, Gilbert Emery, Olive Tell, Martin Burton, John Holland, Frank Atkinson, Maude Turner Gordon. Directed by Lothar Mendes.

Sophisticated film adapted from Rupert Hughes' story of the same name with some changes that appear to be made for the better. Powell as the hero has hard work to make the audience sympathetic but by excellent ways wins you over. It is quite an unusual film and has an exciting and surprising ending. The acting is its strongest point and the entire cast was good, as they all had rather stiff tasks assigned them. Powell who toned down his role of a sort of super gigolo, Olive Tell as the foolish matron infatuated with him, Carole Lombard as the no less foolish daughter who wanted him for herself, and Gilbert Emery as the hapless husband who finally vindicates the family honor, each carrying out his or her part in a convincing manner. Kay Francis as the heroine gives her usual suave portrayal of the part assigned her.

Fine direction and photography with lavish settings play their part in making this film entertainment of the highest type.—Southwell.

The Big Bluff

Universal—20 Minutes

This could have been a good comedy but its slow motion makes it drag. It seems to have been directed indifferently and Sumverville is capable of better stuff. There is one sequence, in which a girl is hidden in the soldiers' quarters, which is risque and uncalled for. Story is about American soldiers in Russia. And that's about all.—A. F. S.

THE LAST WORD

THE FILM GROUP
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AL STEEN, *Managing Editor*

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THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

SHOW ESSENTIALS

THE business of serving motion picture entertainment to the consuming public seems to entail much more than just projecting a feature and several short subjects on a screen, even though the picture be of the very best quality. There are a number of important considerations, not the least of which is the patron's comfort, a matter which seems to have been grossly overlooked by many exhibitors. Negligence in the case of projection equipment also has done its share in the lowering of box office receipts for which exhibitors, guilty of such carelessness, have placed the blame elsewhere. We have just completed a 1,500-mile motor trip and were amazed at the lack of progressiveness shown in many theatres in communities that would rally to the support of these theatres, now failing, were they made more inviting.

Perhaps there is an object lesson in the answer to a query on the subject, received from Gordon S. White, director of advertising for Educational Film Exchanges, who cites a specific example that undoubtedly fits many situations. Following is Mr. White's letter:

"I live in a suburban town which, although decidedly progressive in every way, is unfortunate in having only one picture theatre, and this is one that might have gotten by fifteen years ago but suffers sadly by comparison with the modern up-to-date theatre. The lighting is poor; it is cold and unattractive; even the odors are offensive. The projection is terrible; the sound reproduction is worse—in fact, it is the poorest I have heard in any theatre, and this in a high class suburban community of almost 20,000 people. Is it any wonder that it takes one of the year's "Ten Greatest Pictures" to bring out a crowd?

"If I were not in the picture business and did not consider it necessary to see certain pictures at this theatre to avoid inconvenience in hunting them up elsewhere, I probably would never attend it. As a matter of fact, recently I have formed the habit of watching the announcements of a subsequent run theatre in a town five miles away and catching the pictures there instead, driving the ten miles gladly in order to find some personal enjoyment in attending the very much better theatre I find in the neaby town. I have recently discovered that a number of other people in my town do the same thing.

"Even with pictures they are very anxious to see they prefer to wait until the picture reaches the subsequent run house in the other community and drive there because at that theatre they find comfort, beauty, decent projection, acceptable sound reproduction and an opportunity to enjoy themselves. The amusing part of this is in the fact that the town I live in is a larger and better town and that the smaller community to which we go to see the movies has nothing else in it to attract us there. It is out of our usual lines of travel and we would almost never go there at all except for this theatre. I really do not know how to draw a more positive picture of the effect of decent surroundings than this one from my own personal experience."

Ben Shlyen

Increase Attendance

With the Tried and Proven

Scooter-Nite



Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The

Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

LEADER!



HITS!

¶ Scan theatre reports on such PARAMOUNT knockouts as "Animal Crackers", "Manslaughter", "Anybody's Woman", "Monte Carlo", "Fect First", "Tom Sawyer", "Morocco", "Dishonored", "Scandal Sheet" and "Skippy"—to pick a few at random—and you've found another of the many reasons exhibitors today have PARAMOUNT foremost in their minds in thinking of product for the present and for the future.

Paramount Pictures

MAY 12, 1931
VOLUME VII NUMBER 9

MOTION PICTURE TIMES



TEXAS THEATRE MAP IS CHANGING DAILY

SACK AMUSEMENT ENTERPRISES TO REORGANIZE

SOUTHWEST KEY TOWNS DROP STAGE SHOWS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

YOUR THEATRE

Has A PERSONALITY!

WHAT sort of "personality" has your theatre registered for itself with the public? Personality in a theatre exists and is a box office asset, making people choose to attend your theatre in preference to some other offering similarly good attractions, just in proportion to the quality of your projection, and the appointments of your auditorium making for comfort and enjoyment of your patrons.

Making investments in theatre equipment for the comfort and pleasure of your patrons is the soundest kind of "business insurance." Little things that might not seem noticeable, such as slightly worn rugs or carpets, an occasional neglect of keeping the lobby spic and span and up-to-the-minute, may make many a patron feel that this theatre cannot possibly be giving the best entertainment value in town.

YOUR nearest Affiliated Theatre Supply Dealer store has in stock every item you need to keep the "personality" of your theatre at its best. When you visit your dealer take time to look around. You'll find many suggestions for the aid of your box office. Investing in the attractiveness of your theatre will help your screen attractions go over to bigger, steadier business.

The Sign of Service — AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS — *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Charlotte, N. C.: Carolina Theatre Supply Co., 206 So. Poplar St.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 1705 E. 21st St

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington. D. C.: Ben Lust Theatre Supplies, 308 2nd St.

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Arbitration Substitute

Must be Returned to Industry, Says Texas Exhibitor, Who Gives His Reasons.

Uncertainty which threatened court action for fulfilment of contracts is injecting into this industry considerable thought along the lines of arbitration or some scheme that might lead to amicable and equitable settlement of differences that arise daily between distributor and exhibitor.

As an example of some of the feeling that now exists in the trade in favor of arbitration is given below in the words of a responsible exhibitor. This showman is against the use of his name in print, but the opinion below is genuine, and we will supply his name to anyone requesting it. Here is what he says:

"A board of arbitration such as we had in Dallas a year or so ago would save me a lot of unpleasantness and ill-feelings and would relieve me of quite a bit of suspicion on the part of the exchanges," this exhibitor said.

"With an arbitration board I could then take up my claims and present my ideas of the case and leave it with this body for settlement. If I found out I was wrong my mind would be relieved and I wouldn't go on thinking that I was right."

"A certain exchange has finally gotten hold of a box office star and her pictures mean real money everywhere. This exchange pulled out four of these pictures on a certain contract and then came back and wanted to sell the exhibitor these same pictures at advanced prices. An arbitration board would take care of that to my satisfaction, I am sure.

"There are so many reasons why there should be an arbitration board that we overlook the greater part of them. Matters concerning unplayed and undelivered pictures, and in general the fulfillment of contract by both parties is the real meat of the chief rea-

(Continued on page 14)

Texas Theatre Map Changing

Return to Normalcy is Noted; Theatres Are Changing Managements Rapidly.

Theatre deals and trading are underway in the Southwest and the number is expected to be increased weekly. New owners are going in where others have failed to make the grade. Inexperienced operators are getting hold of theatre property to be well broken in during summer months preparatory to the usual fall onslaught of business.

Some are retiring from the game altogether, while others are merely changing their locations and climate.

East Texas Theatres, Inc., with headquarters at Beaumont, have opened the Strand at Henderson, 500 seats equipped with Western Electric. This circuit also operates the Palace, seating 529, in that town. W. H. Powers has the Victory, opposition house, seating 400. Henderson formerly had a population of less than 3,000. Today the population floats well over 10,000 people, and maybe considerably more than that.

Oskar Korn has changed the

(Continued on page 8)

Sack Reorganize

In San Antonio After Being Dormant Several Years; Selling Spanish Talkies.

San Antonio—Reorganization of the Sack Amusement Enterprises, a film distributing and general theatrical booking agency established in 1920, but dormant for several years, was completed last week when offices were opened at 304 Main avenue, in San Antonio's film exchange district.

The firm was established by Alfred N. Sack, former theatre owner, who still heads the business as president. Associated with him now is his brother, Lester J. Sack, former newspaperman and theatre press agent, as vice-president. and sales manager.

In addition to his own business activities, Alfred Sack is now heading the local committee to secure 250 guarantors, with a total pledge of $25,000, for the Lyric League, the civic body which brings the Chicago Civic Opera

(Continued on page 8)

Signs Bill

Governor Sterling of Texas signed the Sunday bill Wednesday. It becomes law in August.

GERMAN FILM

Talking Picture Epics to Release Talker

Having just played to 2,500 admissions in Jack Kaufman's Opera House in New Braunfels, Texas, Al Wolf, manager of Talking Picture Epics, is going after bookings on "Ein Madel von der Reeperbahn," or "The Girl from the Reeperbahn," an all-talking and musical German picture in ten reels.

Wolf has a letter from Dr. Schuessler, professor of German at Southern Methodist University, who says the picture is a masterpiece.

Towns in and near which the German language is used are in line for some easy going with this picture, it is believed. The release ought to get a lot of people in who have not been in the habit of attending a theatre.

Those who do not understand German, or speak it, will find entertainment in its novelty because of the German music contained in the film—German music having no peer, and because of the famous German artists and actors in the cast, it is said.

Arrangements are now being completed for Dallas, San Antonio and Houston first runs. The picture started at the Publix Strand in Waco on May 15.

CONVENTION IN AUGUST

First annual convention of the Theatre Owners Protective Association will be held in Dallas about the middle of August, it was decided at a directors' meeting of the organization Monday at 309 Browder street.

It was first planned to hold this convention soon after adjournment of the Texas legislature, but after discussion the directors decided that August would be a more feasible time.

A skeleton of activities for the coming year was drafted during the directors' session, but no statements would be made at this time by any of the directors.

Those attending the meeting were Judge Roy L. Walker, president, of Lampasas; O. B. Bridges, Houston; Arthur Keyes, Quannah; W. J. Wooten, Canyon; O. A. Englebrecht, Georgetown; L. C. Tidball, Ft. Worth; Clinton DeWolfe, San Saba; Henry Reeve, Menard; M. H. Gwynn, Terrell; W. A. Stuckert, Brenham; and I. S. Melcher, secretary-treasurer, Dallas.

Southwest Key Towns Dropping Stage Shows

Simultaneously both Publix and RKO de luxe theatres in the Southwest will throw out stage attractions and offer sound pictures exclusively, it was announced from Dallas offices of the organizations.

The move is in effect with the two organizations on May 21 in Dallas, Ft. Worth, Houston, San Antonio. Admission prices are expected to be reduced, however, from 60 to 50 cents when the change is made.

The stage band of the Palace in Dallas will remain on the job four weeks longer, until June 18, on account of its contract with the musicians calling for six weeks' notice.

At the Majestic in Dallas the musicians and all but three stage hands will be released on May 20.

In seasons previous the Palace would cast off stage shows without reducing the price while the Majestic plugged its stage attractions with pictures at an equal admission scale, which is believed to have brought the stage back into use at the former theatre.

This time Publix and RKO seem to have gotten together in closing their stage on the same date.

Publix stage shows have been a costly item in the weekly overhead at the Palace, and it is believed that with reducing prices to 50c for pictures only from 60c for the combination show that this de luxe house will show more net profits; the same belief is held for the competition house, Majestic, provided that both houses stay with their newly announced policy.

Houston Gives Notice

Two weeks' notice was posted for musicians, stage hands and operators at the RKO Majestic in Houston. This was formerly a Karl Hoblitzelle house and managed by Eddie Bremmer for 25 years. It is reported that the house staff has also been given notice, but this has not been confirmed. The Majestic will go dark for the summer and undergo remodeling, it is said. It is also said the move is an attempt to readjust the musicians scale which has until September, 1932, to go.

GETTING STARS

Tiffany Starts Acquiring New "Names"

J. G. Groves, of Tiffany, was excited Tuesday morning over a message from E. W. Hammons, stating that a new Tiffany star had been signed whose previous pictures have never grossed under $1,000,000. The name of the star was not given, but it later was learned to be Charles Mack of Moran & Mack. This is the first move in a plan to acquire big drawing stars for coming features of Tiffany under the new Educational-Tiffany-Sono Art combination, Groves believes.

Tiffany will release 32 next year, eight of which will be Ken Maynard westerns and eight Bob Steele westerns.

SYNDICATE ACTIVE

Westerns Getting Good Critics' Reports

That Syndicate bunch is certainly doing its part toward putting independent productions on the map. The National Board of Review has placed Syndicate's "God's Country and the Man," a Tom Tyler western, on the list of selected pictures for April. All who have seen this western feel that it is the best independent production in many, many months.

And right along with their sure-fire" westerns, Syndicate is releasing a series of action melodramas which are recorded by RCA. The first of this series, "Fourth Alarm," "Sea Devils" and "Phantom in the House" are now ready for immediate bookings.

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Universal is manufactured by Universal Sound Systems, Inc., an old established company, strongly financed, located in Philadelphia. Universal volume of sales throughout the world guarantees the full-time manufacture of the Universal equipment.

There is no weekly service charge, yet Universal Service is available day or night, and you pay a nominal charge for just what service you actually get. Universal is not the cheapest but it's the best at lowest cost.

UNIVERSAL *Sells Outright for* **$1,995.00** INSTALLED COMPLETE

There Are No Extra Costs Or Charges

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

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Ready Now!



Your copy is on the way!





HE'S MAKIN' 'EM AWFUL BIG

But the Bubble is Bound to Burst

ARE YOU EASILY KIDDED?



We contend that the theatre man is a hard headed business man who



doesn't want back-slapping—

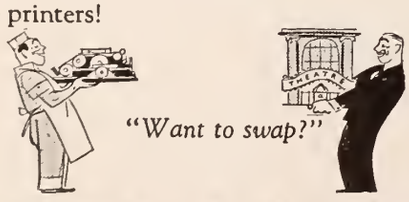


but asks only for a fair count and an idea of what's in the bag!

We're for the theatre man who's cagey about buying blue sky!
He's suspicious about bubbles that expand because he's found by past experience that they only have air in them at the end.

THIS IS THE SILLY SEASON

when the Announcement Boys are having fun.
It's a great month for printers!
Let's be printers!



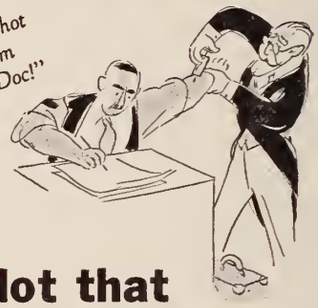
"Want to swap?"

DON'T MISUNDERSTAND PLEASE!

There's an awful lot of sincerity back of all companies' announcements. We all know that you've got to present a product properly or it's hard to have a talking basis on a list of pictures that mean a great investment! **BUT—**

BOY, HOW THEY HOKE IT UP!

"Another shot in the arm please, Doc!"





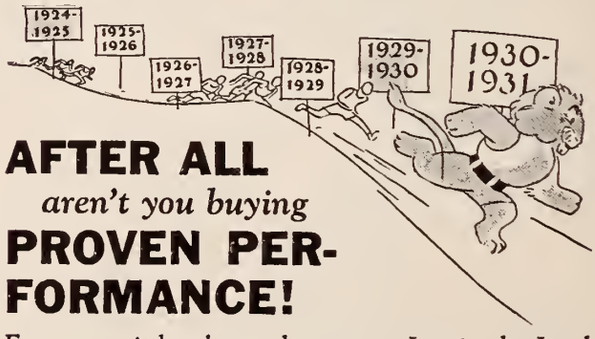
Not that M-G-M is any SHRINKING VIOLET!

Not that we're holier than thou
But—hell!—we are!

M-G-M IS ONE COMPANY

that doesn't have to trot out the gold and silver and all the fancy hand-made paper that makes things look good (*even if they're not!*)

M-G-M IS THE ONE AND ONLY OUTFIT THAT CAN SAY TO YOU—



AFTER ALL

aren't you buying

PROVEN PERFORMANCE!

Every year it has been the same—Leo in the Lead—especially this past year with such hits as "Min & Bill", "Reducing", "Paid", "Inspiration", "Dance Fools Dance", "Strangers May Kiss", "Trader Horn", "The Secret Six", "Shipmates", "A Free Soul" and plenty more to come before the end of this season.

THE WEIGHT OF OUR SALESMANSHIP IS CONSISTENT SUCCESS!



LET'S BUST BEAUTIFUL *(but empty)* BUBBLES and talk facts:

M-G-M STARS — *the greatest!*
M-G-M STUDIO — *A Miracle City!*
M-G-M STORY PROPERTIES — *Fabulous!*
M-G-M PERSONNEL — *the same ever-aggressive, ever-young, ever-alert showmen who now present their greatest line-up!*

THE CROWNING GLORY of Metro-Goldwyn-Mayer in 1931-32

(we're using this phrase because we sincerely believe it to be truly descriptive)

48 PRODUCTIONS —

(NOTE: This is the revised list of M-G-M Pictures for 1931-32)

30 Star Productions

MARION DAVIES (2)
Her latest release of the current season, Fannie Hurst's "Five and Ten," is typical of strong dramatic vehicles for her in the coming year.

NORMA SHEARER (2)
At the top! One hit after another! "Divorcee," "Let Us Be Gay," "Strangers May Kiss" and watch for "A Free Soul" another sensation!

GRETA GARBO (2)
The One and Only Garbo! Her magnetic appeal is unique in the industry! "Romance" and "Inspiration" will be topped next season by wonderful vehicles available!

JOAN CRAWFORD (2)
She's just signed a long term contract with M-G-M! And she's got stories even better than "Paid" and "Dance Fools Dance" coming in the new season!

JOHN GILBERT (3)
Of which two will be "Cheri-Bibi" the powerful story by Gaston Leroux, and "Candle-light" the Broadway stage hit! Gilbert's steady march back to top ranking is certain with such dramas!

WILLIAM HAINES (3)
You'll be surprised! We've got production plans for Bill Haines that will make this happy American favorite bigger than ever!

BUSTER KEATON (2)
Consistently outstanding comedies "Free and Easy" "Doughboys" "Parlor, Bedroom and Bath" have won him a new and greater-than-ever following!

ROBT. MONTGOMERY (3)
The Star Makers of M-G-M have done it again! "Shipmates" is cleaning up! Two of handsome Bob Montgomery's vehicles next season are the stage hit "The Truth Game" and "Huddle" the magazine story.

RAMON NOVARRO (2)
His popularity never wanes! His charm and personality keep for him an ever loyal public Novarro's vehicles for the new year are powerful choices, to be produced on a big scale

WALLACE BEERY (2)
M-G-M grooms them. The public makes them stars after hits like "The Big House" and "The Secret Six." Wallace Beery has shown the industry this year what he's going to mean to box-offices next season!

LAWRENCE TIBBETT (1)
He has brought into theatres thousands of folks who don't ordinarily attend. And they keep coming ever after. He's a new, wholesome appeal that America likes!

LUNT-FONTANNE (1)
The greatest acting team in the world! The Theatre Guild Stars at last agree to appear in talkies and naturally they pick the leading company to make their debut!

LAUREL-HARDY (1)
By public demand! Laurel-Hardy in a feature length comedy "Pardon Us." Audiences asked for it. Hal Roach and M-G-M waited for the right story. And now it's completed and it's a riot!

COSMOPOLITAN (4)
Cosmopolitan is a success name! "Big House", "White Shadows", "Broadway Melody", "Secret Six" are just a few. Next season, among others comes "Skyscraper Souls" from the thrill-novel and serial!

Special Information Forthcoming About
MARIE DRESSLER PRODUCTIONS



13 Exceptional Pictures

FLYING HIGH
The sensational stage hit, a year on Broadway, filmed with its great star Bert Lahr!

THE CHRISTIAN
Hall Caine's immortal soul-novel perfect for talkies!

BOARDING SCHOOL
Ritzy young folks learn about life and love! A new locale dramatized by M-G-M showmanship!

THE AWAKENING
John Van Druten, writer of stage hits, clicks again!

NIGHT COURT
Human destinies judged while a city sleeps! A gold mine of drama by Mark Hellinger, Charles Beahan.

RED HEADED WOMAN
We bought Katharine Brush's newest Satevepost serial in manuscript! Now it's a national sensation!

BRIDGE VS. BRIDGE
Divorce! Never so dramatically told as in this Liberty Magazine story!

AFTER ALL
Van Druten's big London stage hit. It will soon be presented on Broadway!

ARSENE LUPIN
The master-thief comes to talkies! Tod Browning will direct!

THREE WISE FOOLS
Broadway kept it packed a solid year! Perfect for talkies!

GUILTY HANDS
Bayard Veiller, author of "Paid" scores again with another audience idea!

THE SQUAW MAN
Cecil B. De Mille's Giant Production! Months in the making! A brilliant cast!

HONOLULU
The lure of tropical Honolulu dramatized in a lavish and thrilling production!

"The Marquee 5"

Five Big Productions attuned to the psychology of the entertainment hour!

The Crowning Glory of M-G-M SHORT SUBJECTS — '31-'32

LAUREL AND HARDY (8)
CHARLEY CHASE (8)
OUR GANG (8)
THE BOY FRIENDS (8)
ZASU PITTS, THELMA TODD (8)
DOGVILLE COMEDIES (6)
FITZPATRICK TRAVELTALKS (13)
FLIP THE FROG (12) Cartoon Comedies
M-G-M SPORT CHAMPIONS (12)
FISHERMAN'S PARADISE (6)
SIR HARRY LAUDER (4)
HEARST METROTONE NEWS (104) *The super-newsreel of the newspaper, radio and screen, with which is incorporated* THE GLOBE TROTTER.

May 7th

METRO-GOLDWYN-MAYER

More Power To You!

Map Changing

(Continued from page 3)

name of the Opera House at Marfa to the Palace.

W. E. Simpson is the new owner of the Ples-Tex Theatre at Pleasanton, Texas RCA film has replaced W. E. film in this situation.

The Crown, Royal and Melba theatres have closed indefinitely in Houston.

H. T. Hodhe, head of the H. & H. Theatres, has resumed ownership of the Grand at Midland. One house is now in operation there, the Ritz, operated by Griffiths with John Bonner as manager.

East Texas Theatres have constructed a new house in Longview.

The Texas will be the name of a new house in Rusk, Texas, put in by Rau & Hughes in opposition to H. C.Houston, operating the Astor. Rusk has between 3,000 and 4,000 population.

W. H. Hicks will run one silent program a week at the Joyland in Center, Texas.

Griffith Amusement Co. are the new owners of the State Theatre at Pampa, Texas.

A. C. Bray is building new theatre at Gladewater and C. O. Murphree has constructed the new Texas at Kilgore, seating 800 and W. E. sound installed.

Louis Richker, of the Gayety at Ft. Worth, has acquired and will wire the Orpheum. All Spanish pictures are now being played.

The Lyric at Terrell, operated for many years by M. H. Gwynn, is reported closed.

R. N. Dickson is building a new theatre at Kilgore.

M. E. Phillips, of the Independent Theatre Supply Company at Houston, is building a fine new neighborhood house in the Bayou City.

J. R. Garza, of the Obrero in San Antonio, is building a new Mexican house to open July 1.

A. L. Heck, of the Dorothy at Henrietta, reported in Dallas Friday that he and C.P. Washman had purchased the Palace at Post, Tex., Washman to be the manager. A letter from Washman Tuesday, however, advised that Oskar Korn had stepped in and closed a deal for that town.

Sound Installations

There are 608 sound installations to date in Texas, among which are 379 first run possibilities, 51 subsequent run possibilities and 39 suburban run possibilities —a total of 469.

Disc installations number 217. Film installations number 209. Dual installations number 182.

Sack Reorganized

(Continued from page 3)

Company to San Antonio every year.

As southern states representatives of the United Film Agencies of Hollywood and other independent producers, the Sack firm is now offering exhibitors in this territory a big group of Spanish talkies—including "Campanas de Capistrano," "Alma de Gaucho," and "Charros, Gauchos y Manollas"—and talkies and silents with all-Negro casts, as well as features and shorts of general interest.

Walter B. Lovelace, associated with the Sack Brothers for the past five years, has been named booker.

"Absent," a six-reel silent with an all-Negro cast, has been booked by the Sack firm into the Strand for a midnightshow, with the entire house reserved for colored patrons.

The Sack Brothers have booked a series of road shows for San Antonio for the coming season. Their last presentation of the current season will be the matinee and evening concerts of the Royal Russian Chorus in the San Pedro Playhouse Monday.

Sign Laura La Plante

Hollywood — Laura La Plante, who recently completed work on Columbia's "Meet the Wife," which is slated for early release, has been selected by the company to depict the leading feminine role in "Arizona."

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THEATRES EQUIPPED WITH

BUFFALO AIR WASHERS & DISTRIBUTING UNITS

—are not worrying about the performance of their COOLING EQUIPMENT, or what their summer grosses will be either.

CLIP AND MAIL THIS COUPON NOW!

Buffalo Engineering Co.,
Dallas, Texas.

Without obligation on my part, please send one of your sales engineers to survey my theatre for proper cooling and submit an estimate for the complete job.

Exhibitor's Name _____

Theatre Name _____

Town _____ State _____

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BUFFALO
Engineering Co., Inc.
GEO. W. THORNTON, Gen'l Mgr.
311 S. Harwood DALLAS, TEXAS

TUESDAY, APRIL 28, 1931 — EVENING GRAPHIC

SHARKEY-CARNERA JUNE 10

Mahomet and the Com... Mountain!

...May Be They

ON THE LEFT you see Jack Sharkey, the modern Mahomet, who goes forth to meet his man-mountain, Primo Carnera, right, on June 10 at Ebbets Field Brooklyn.



Available NOW in time to cash in on the year's biggest sport event! . . . . . .

PRIMO CARNERA

Man-mountain of the ring! The Big Parade Of Boxing! Strongest drawing card in the fight game. What a box-office wallop he packs with front page headlines selling him to your public! • • • •

He clowns! He fights! He slugs! He acts! In the most action-ful

2-REEL

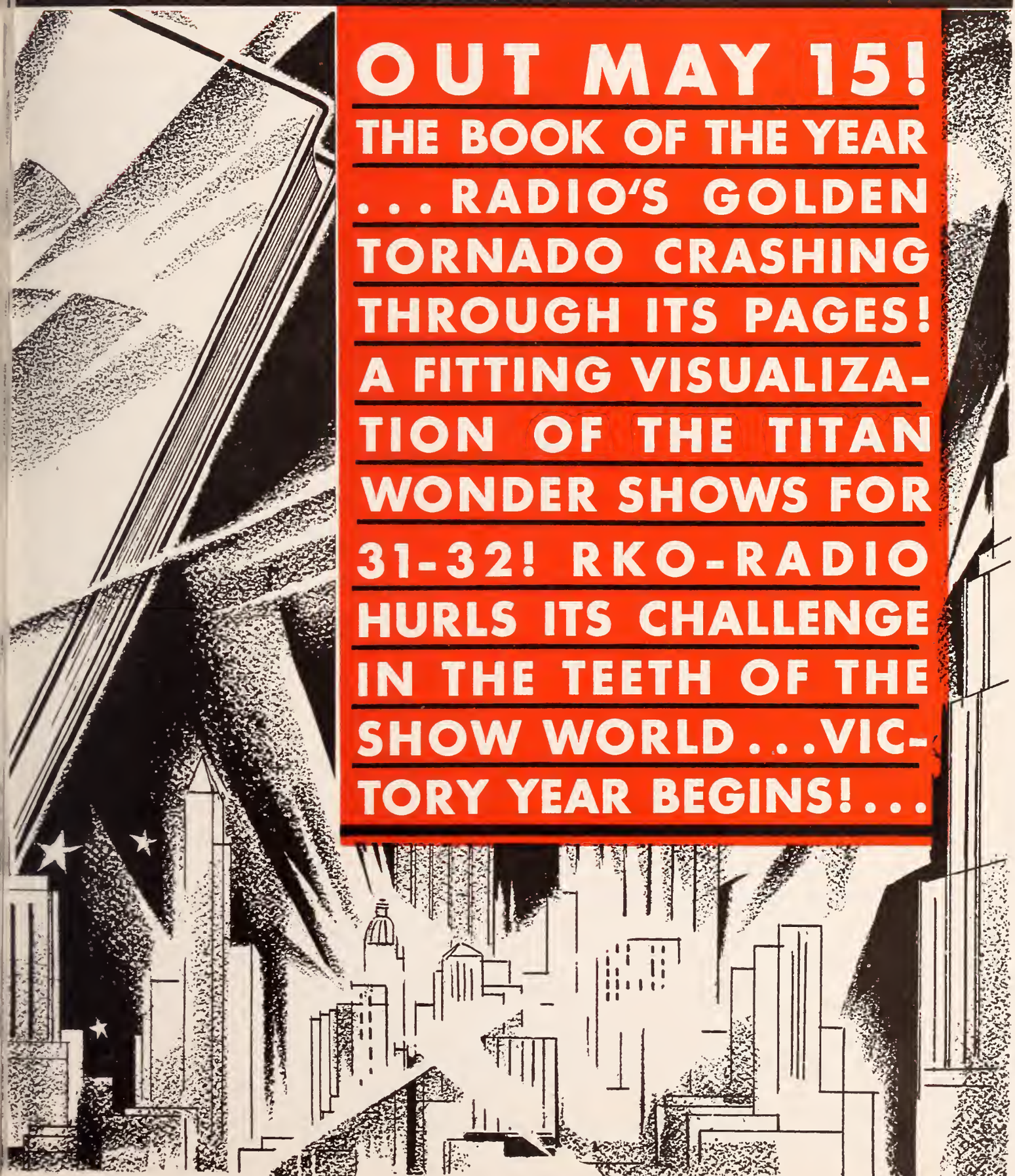
short in a long, long time!

When Bigger Shorts Are Produced **VITAPHONE** REG. U.S. PAT. OFF. ***will make them!***


RKO RADIO
Radio
PICTURES
Reg. U. S. Pat. Off.

BOOK OF THE YEAR

SHOWS OF THE DECADE



OUT MAY 15!

THE BOOK OF THE YEAR . . . RADIO'S GOLDEN TORNADO CRASHING THROUGH ITS PAGES! A FITTING VISUALIZATION OF THE TITAN WONDER SHOWS FOR 31-32! RKO-RADIO HURLS ITS CHALLENGE IN THE TEETH OF THE SHOW WORLD . . . VICTORY YEAR BEGINS! . . .

Brookhart Bill Passage

Sought by Allied States Assn. Through State Units; Lining Up Petitions for Adoption.

New York—According to current reports, Allied States Association is preparing a new campaign designed for the purpose of bringing about the passage of the Brookhart bill. This bill is scheduled to be introduced again when Congress re-convenes in December.

It is understood that Allied officials are getting in contact with state units throughout the country, asking them to line up petitions calling for adoption of the measure, which, among other things, would outlaw block booking.

'U' THEATRE CHAIN TO EXPAND

Under the Direction of Sol Lesser, According to Reports; 40 Houses Now in Chain.

New York—Universal is understood to be planning a theatre expansion move under the direction of Sol Lesser, who recently became an executive associate of Carl Laemmle. Under Lesser's guidance all Universal's theatre interests will be consolidated and uniform operation established. Closer cooperation between the theatre department and the distribution branches of Universal will be inaugurated.

There are approximately 40 theatres in the Universal group at present. The eighteen theatres comprising the Principal Theatres Corp., on the West Coast, of which Sol Lesser is president, do not figure in the deal.

Play Up Screen Stories

Rather Than Stars Is Universal's Policy for 1931-32 Season; Will Push Own Stars.

New York — Universal's policy for the new season will be the concentration on stories rather than on stars, according to Phil Reisman in an address bfore salesmen attending the New York convention last week.

This policy is a departure from the policies being followed by other companies. Reason given for this plan is the belief that stars can be borrowed to fit the stories, although Universal will push its own stars.

COLUMBIA ADDS 6

Program to Include 26 Features

New York—Columbia will make 26 features for the 1931-32 season instead of 20 as originally announced. Columbia officials have been preparing the production schedule in New York.

AD MAT CHANGE

United Theatre Advertisers Is New Name

New York—United Theatre Advertisers, Inc., is the new name of Theatre Ad Mat Service which now is headed by Walter J. Stein, formerly of Balaban & Katz. Sidney Davidson, formerly Universal exploitation director and more recently with Warner Bros. advertising department, is director of advertising. Terry Turner remains as director of exploitation and Irving Frankel continues as director of service and production.

The organization has moved into larger offices at 580 Eighth Ave. Under a change in policy proof sheets of ad mats will be supplemented by the addition of specially written advertising copy and punch lines. Ad mats will be released on all features of the major companies as well as a special monthly service of general seasonal and institutional mats. The concern's studio personnel has been augmented by a staff of 15 artists and another studio, to concern itself with creation of first run campaigns, it is planned.

Retains Name

Hollywood — Metro - Goldwyn-Mayer's picturization of Kenyon Nicholson's play, "Torch Song," will retain the title of the original drama in its screen transcription, instead of being known as "Complete Surrender." Harry Beaumont is the director of "Torch Song," which is a Joan Crawford starring film. The cast includes Neil Hamilton, Marjorie Rambeau, Clark Gable, Roscoe Karns and George Marion.

Screen Ads Still on Trial Declare Agents

Washington, D. C.—With comments pro and con on the subject of screen advertising, the American Association of Advertising Agents in convention here last week took little action on the matter. According to the agents the screen ad situation is still in a stage of experimentation and the discussions of the subject were held in secret. The committee, appointed to consider the innovation, made the following report:

"It is easy to get pictures made, but adequate distribution is neither simple nor certain. Your committee can perhaps be of no greater service to you at this stage than by emphasizing the highly experimental character of the medium at present. There is ground for belief that, properly handled, it can prove a highly profitable medium for advertiser and agent alike.

"There has been some loose talk lately in opposition to screen advertising. Most of it emanates from competitive interests in the motion picture business, but, curiously enough, few complaints have come from the real judges—the public. Certain of the entertainment films, sponsored by advertisers, have already so established themselves in public favor that the first title of a new subject is applauded when shown.

Films Must Be Interesting

"Sponsored films, designed for showing to the general public, should be sufficiently entertaining to deserve a place on the programs of first run theatres."

The tie-up of Carl Laemmle with Allied States has brought out the following statement on sponsored reels by the Allied organization:

"Carl Laemmle has warned producers and exhibitors alike that overdoing screen advertising will be bad for business. His readiness to enter into an arrangement with Allied States is all the more significant, therefore, since it shows that he considers Allied States on the right track in the present situation, not only in reducing advertising to a minimum but in making it possible for the exhibitor to gain as well as the producer."

Bizzelle Moves Up

New York—John R. Bizzelle has been appointed general sales manager of Pacent Electric Co. and Pacent Reproducer Corp. Bizzelle formerly was assistant sales manager.

NEW PORTABLE

RCA Recording Device Weighs 400 Pounds

New York — RCA Photophone engineers, in collaboration with the engineers of the Westinghouse Electric & Manufacturing Company and the General Electric Company, have produced a new portable sound recording equipment for use in connection with the Mitchell camera that is claimed to be the most efficient apparatus of its kind that has been introduced in the field of outdoor recording activities.

For newsreel and "location" work, it is said to meet demands that have heretofore been impossible and in connection with the recording of industrial and commercial pictures and the chronicling of expeditions upon land and sea and in the air, the apparatus appears to fill a long-felt want.

Including cables, cases and all accessories, the entire equipment weighs less than 400 pounds and can be easily transported in the rear compartment of a small automobile. The operating equipment necessary for "location" work weighs about 245 pounds.

WITH COLUMBIA

Barbara Stanwyck Still Under Contract

Hollywood — Because of wide publicity given to the report that Barbara Stanwyck had signed a contract with Warner Bros., Columbia Pictures issues a statement that the star is still under contract to them, and will appear in several of the company's productions next season.



You Can Get 'Em Only from ALLIED and HOME STATE

A Brand New Box-Office Buy!

100% NATURAL COLOR

PIONEER

WESTERNS

WESTERN ELECTRIC RECORDING

THESE ALL NATURAL COLOR WESTERNS WILL CLEAN UP IN ANY MAN'S THEATRE

1. "YESTERDAY IN SANTA FE"
   Noah Beery, with Carmelita Geraghty, Frank Mayo, Nena Quartaro, Bruce Covington, Tom O'Brien and Jack Mower. Directed by Jacques Jaccard.
2. "NEVADA NIGHTS"
3. "HELL'S HALF ACRE"

We stepped in and bought the cream of the Independent Westerns and Serials this year.

4. "YELLOW LEGS"
5. "GUNS OF GOTHAM"
6. "SATAN IN THE SADDLE"
7. "SON OF A GUN FROM SONORA"
8. "TEX TAKES A HOLIDAY"



Harry Carey

PIONEER WESTERNS Are Produced With the Following Stars:

NORMAN KERRY, DOROTHY BURGESS, NOAH BEERY, KENNETH HARLAN, THELMA TODD, GLEN TRYON, LOIS WILSON, FRED KOHLER, ALICE WHITE, TOM O'BRIEN, MYRNA LOY, JUNE COLLYER, GUINN WILLIAMS, CARMELITA GERAGHTY, GEORGE FAWCETT, ELINOR FAIRE, PAULINE STARKE, SAM HARDY, RUTH ROLAND, BARBARA BEDFORD, BARBARA LEONARD, NENA QUARTERO.

"THE VANISHING LEGION"

First of our four all-talking Mascot serials, with HARRY CAREY and REX, King of Horses, will be the outstanding serial of the year. "Trader Horn" has put Carey's name in the lights in a big way. Nat Levine, serial specialist, writes that he is signing a female star for Carey's leading woman, who will rock the serial world. We'll tell you soon!

Write These Exchanges Today!

ALLIED FILM EXCHANGES, INC.

308 Film Exchange Bldg.
DALLAS, TEXAS.
Telephone 7-5906

HOME STATE FILM CO., INC.
108-110 S. Cross Street LITTLE ROCK, ARK.
Telephone 4-2431

704 West Grand Ave.
OKLAHOMA CITY, OKLA.
Telephone 3-5546

EXHIBITORS SAVE

$ $ $ $ $ $

Electricity bill alone is $15 to $20 per month less with X-Cell all A. C. operated sound-on-film equipment.

Saves expense and trouble in many other ways.

Save your money and yet get better reproduction.

X-Cell A. C. equipment is adapted to any make sound-on-film equipment.

Full Particulars on Request.

Distributed in Texas, Louisiana and Arkansas by

PUBLIC ADDRESS SERVICE CO.

DALLAS, TEXAS

Arbitration Substitute

(Continued from page 3)

son why there should be such a board.

"If we could get together as a good a board as we had before—that is the best plan, because I can't conceive of a better set-up than the one we had. It puts trade controversies in the hands of those most familiar with the business. On the other hand, when cases are taken into court no one knows what they are talking about.

"The film business in its peculiarities, is foreign to lawyers, judges and most witnesses.

"When you can get an exchange manager fighting for you, that is the best plan, and more times than one I have seen exchange managers fighting cases for an exhibitor before the arbitration board.

"If and when a new arbitration board is set up, there ought to be some way of keeping those off and out of it who made efforts to take arbitration away from the industry. And let's keep attorneys out of it, too. I have seen exhibitors bring attorneys before the former board to plead their cases and always this procedure results in entanglements and misunderstanding. Let exhibitor and distributor arbiters decide all questions.

"I had rather submit to arbitration than to settle my disputes direct with the exchanges."

Road Show Ready

J. B. Underwood, Dallas branch manager of Columbia, advises that "Dirigible," Columbia's roadshow attraction, is now playing numerous situations over the Southwest. A special road show company has been organized to handle the film. Negotiations are now under way for a theatre to put on the Dallas run.

PHONES FOR DEAF

National Demonstrates a New Device

A new departure in devices for the deaf in the sound theatre has been announced by National Theatre Supply Company in the Theatrephone. This simple instrument was demonstrated thoroughly by C. W. A. MacCormack, National salesman, last week. The system, complete with twelve earphones, is installed for about $300.

A small socket is attached to the arm of the seat. When a deaf person enters the theatre he is given an ear phone which he plugs into the socket under the chair arm. From then on he hears the picture distinctly if he is not totally deaf.

There is no connection between the theatrephone and the sound equipment. No wires come in contact with the sound channel whatever. A sort of microphone is placed anywhere in the theatre or preferably close to the horns. This picks up the sound and relays it to the earphones. A finger adjustment is on the ear phone so that the deaf person can get the required volume.

Buys Buffalo

Buffalo Engineering Co. has signed a contract with the Regal Theatres, Inc., of Oklahoma City for the immediate installation of Buffalo Air Washer equipment to go in the Capitol there. Pat McGee is general manager of the Regal Theatres, of which the Capitol is a unit.

Opinions from other exhibitors over the Southwest are invited for publication in these columns. Your views whether pro or con will be printed gladly.

COLOR WESTERNS

Allied to Distribute Multicolor Product

In assembling independent product for the new year, and following close on the announcement of four all-talking Nat Levine serials, Jack K. Adams has announced the purchase of eight Pioneer all-talking, all multi or natural color westerns, the first release to be ready at an early date.

Allied Exchanges in Dallas and Oklahoma City and Home State Film Co. in Little Rock will handle these releases for the Southwest.

"Yesterday in Santa Fe" is the title of the first, described as a hot tamale of action and thrills. It is an authentic historical talking pictorial with a splendid big time cast, including Noah Beery, Carmelita Geraghty, Nena Quartero, Frank Mayo, Bruce Covington, Tom O'Brien, Jack Mower, all supported with all-star horsemen. Directed by Jacques Jaccard, who was associated with Tom Mix, Harry Carey, Buck Jones, Ken Maynard, Hoot Gibson and others.

Other Pioneer productions will be:

"Nevada Nights," "Hell's Half Acres," "Yellow Dogs," "Guns of Gotham," Satan in the Saddle," "Son of a Gun from Sonora" and "Tex Takes a Holiday."

Stars Signed

Stars used in producing Pioneer natural color westerns are Norman Keery, Dorothy Burgess, Noah Beery, Kenneth Harlan, Thelma Todd, Glen Tyron, Lois Wilson, Fred Kohler, Alice White, Tom O'Brien, Myrna Loy, June Collyer, Guinn Williams, Carmelita Geraghty, Geo. Fawcett, Elinor Faire, Pauline Starke, Sam Hardy, Ruth Roland, Barbara Bedford, Barbara Leonard and Nena Quartero.

"EIN MADEL Von Der REEPERBAHN"

(The Girl From the Reeperbahn)

An All Talking German Masterpiece

With Germany's Greatest Artists.

SOUND ON FILM ONLY ·:· 10 REELS

Here's a real clean-up for German speaking communities. It's a picture that will start them coming to your theatre.

It's also a good and novel attraction for those who can't speak German. German music is a universal attraction. German acting is different.

Played to 2,500 Admissions at Opera House, New Braunfels, Texas.

Now Booking

TALKING PICTURE EPICS, INC.

308 S. HARWOOD DALLAS, TEXAS Phone: 7-5906

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Ten Cents a Dance, Barbara Stanwyck—A good show. Recording on film perfect — Joseph Delisi, Liberty, Saltsburg, Pa.

Barnyard Concert, Mickey Mouse This dirty, filthy reel should not be allowed in the mails, let alone shown to women and kids. Pulled after first showing. No more Mouse reels in this theatre—Carl Veseth, Palace, Malta, Montana.

FOX

Fair Warning, George O'Brien—Very good outdoor production—H. R. Cromwell, Bedford, Bedford, Pa.

Once a Sinner, Dorothy Mackaill—Fair picture. — H. R. Cromwell, Bedford, Bedford, Pa.

M-G-M

Dance Fools, Dance, Joan Crawford—Very good. — Joseph Delisi, Liberty, Saltsburg, Pa.

Trader Horn, Harry Carey—Very good but not for small towns.—A. J. Molstad, Regent, Eveleh, Minn.

Min and Bill, Marie Dressler, Wallace Beery—If you have been married over ten years you should see this picture. It shows you the best way to settle an argument.—Holland & Venable, Liberty, Lone Wolf, Okla.

TIFFANY

Drums of Jeopardy, Warner Oland—Very thrilling. Sound-on-film is wonderful. Tiffany can make some good ones when they try. Come on Tiffany, give us more with meat in them—Carl Vesseth, Palace, Malta, Mont.

Third Alarm—Expected a better picture after reading the press sheet—Ritz, Cordell, Okla.

Drums of Jeopardy, Warner Oland—Good mystery drama. Women went out with hysterics. Will please every one. — Holland & Venable, Liberty, Lone Wolf, Okla.

Ex-Flame, Marion Nixon—Not so hot. Recording bad on disc. Poor direction. Fell down after first night.—Holland & Venable, Liberty, Lone Wolf, Okla.

Single Sin, Kay Johnson and Bert Lytell.—This is a dandy little picture. Will hold you in suspense. Beautiful setting throughout.—Holland & Venable, Liberty, Lone Wolf, Okla.

STATE RIGHTS

Ten Nights in a Bar Room—Wm. Farnum—Very good, it doubled my business. I recommend it to all houses—A. J. Molstad, Regent, Eveleh, Minn.

Ten Night in a Bar Room, Wm. Farnum—Good show. Type pleases working men. Moral a big pull for social set and civic associations. Did big business in moderate weather. —Wysor Grand, Muncie, Ind.

Ten Nights in a Bar Room—Wm. Farnum—This picture went over well, playing to big crowds. Pleased audience immensely. This is just the kind of a picture that our audience thoroughly enjoys from start to finish.—Palace, Danville, Ill.

WARNER BROS.

Illicit, Barbara Stanwyck — For some reason this failed to click. But it's very good of its kind.—Ritz, Cordell, Okla.

UNIVERSAL

Little Accident, Douglas Fairbanks, Jr.—This picture went over better than it deserved. Situations are funny but the acting was below par for Universal. However, it got by nicely in spite of being a little boresome in spots.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

East is West, Lupe Velez — A dandy production that pleased them all. Good story, good acting, good recording and it ended well. An American boy rescues a Chinese girl from slavery and they fall in love regardless of racial differences. When it ends that the girl is white and she tells him, "Now, our children won't be born with pigtails," they all go out laughing.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Young Desire, Mary Nolan—A production that I played pretty old. A good picture with a punk ending, though ending is logical. The crowd will like the circus setting, and comedy is worked in nicely. Recording good on disc.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Indians Are Coming, serial — Started out rather draggy but gets into good swing on third episode and is exceptionally good by the fifth episode, the last one I have played. However, do not consider it as good as "Spell of the Circus." —J. W. Crabtree, Metro Theatre, Clarendon, Ark.

See America Thirst, Summerville-Langdon—This is fair entertainment for small town patronage, but too silly to be called good comedy. —R. C. Peniston, Majestic, Jetmore, Kas.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

City _____ Theatre _____

State _____ Exhibitor _____

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
Star_____
Producer_____
Comments_____
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Exhibitor's Name _____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun. Memphis, Tenn. tf

TWO SIMPLEX machines first class condition, $750; one Gulf Breeze cooling system with 5-horse motor; all in good condition for $150; 80 veneered chairs one dollar each. Want pair reflector arc lamps and motor generator set. Will trade. A. V. Wade, Gainesville, Texas. c5-12

SACRIFICING DOWN PAYMENT — Two brand new Strong Junior reflector arc lamps and two 30-ampere Garver rectifiers never taken from cases. List price $780.00. Due to lease trouble, sacrificing down payment. First $465.00 takes outfit. Send draft to Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City, Mo.; they will make shipment. D. G. Shade, Empire Theatre, Kansas City, Mo. c5-12

TWO low intensity Peerless lamps $300; sound screen, $50; Arctic blower, $250; six-letter horizontal electric sign; chairs and brass rail; suction fan; complete Pacent disc sound, $300. T. V. Barnes, Elwood City, Pa. 5-12

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

FOUR insertions for the price of three. Terms, CASH WITH ORDER. Mail your copy with remittance to Associated Publications, Inc., 4704 E. 9th St., Kansas City, Mo.

POSITIONS WANTED

THEATRICAL sign artists open for position. Ed Winter, Savannah, Ga. 5-19

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

SOUND PROJECTIONIST, all machines alone. Projectionist, 1819 Humboldt Blvd., Chicago, Ill. 5-12

THEATRES FOR SALE

TWO THEATRES—Good western Kansas county seat town; also Oklahoma Panhandle county seat town; Sunday shows; both RCA film; good business; cash or terms. Write 372, Associated Publications. 5-12

PICTURE SHOW—Sound; have other business; reasonable rent. W. Patterson, Lynchburg, Ohio. 5-12

BARGAIN FOR CASH—Town of 1,000; talking picture equipped; rent reasonable. Star Theatre, Meridan, Idaho. 5-12

THEATRE in fast-growing wheat belt, small town; sale or trade. What have you? Address B-370, Associated Publications. 5-5

THEATRICAL PRINTING

1,000 3x8 dodgers, $1.00; 50 11x14 window cards, $1.85; prepaid. King Shopress, Warren, Ill. 5-12

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

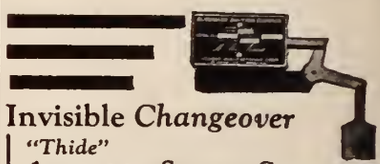
Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POSTER EXCHANGES

HIGHEST CASH PRICES paid for used advertising on current releases. Ship at once parcel post or express collect. B-367, Associated Publications.

Patronize The Associated Group It Will Bring You Better Results





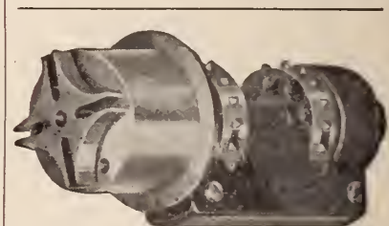
Invisible *Changeover*
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)





GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Young Sinners

Fox—78 Minutes

Cast: Thomas Meighan, Hardie Albright, Dorothy Jordan, Cecelia Loftus, James Kirkwood, Edmund Breese, Lucien Prival, Arnold Lucy, Nora Lane, Joan Castle, John Arledge, Eddie Nugent, Yvonne Palletier, David Rollins, Gaylord Pendleton, Billy Butts. Directed by John Blystone.

Fox has made an excellent picturization of the popular stage play from the pen of Elmer Harris. It is a story teeming with flaming youth and their wild antics. Should click with any audience. Until the time Thomas Meighan comes into the picture there is a lack of human interest.

Meighan as a rough Irishman is placed in charge of a millionaire's son and takes him up into the mountains to try to make a man of him in a year's time which the father failed to do in 20 years. The way he goes about it, finally bringing the boy to his senses, makes this picture really belong to Meighan.

Hardie Albright plays his part well as the dissipated youth. He graduates from Meighan's school with honors and gets his diploma when he knocks out his instructor. Dorothy Jordan makes a convincing heroine. Edmund Breese shares top honors as the boy's father.—Jesse.

SELLING SEATS: Play up Thomas Meighan. He should mean something to old-time fans at the box-office. The story having been a successful stage play should not be overlooked. Tie-up with the parent-teacher societies as the picture has a good moral for fathers as well as for children.

Born to Love

RKO-Pathe—84 Min.

Cast: Constance Bennett, Joel McCrea, Paul Cavanagh, Frederick Kerr, Anthony Bushell, Louise Closser Hale, Claude King, Mary Forbes, Elizabeth Forrester, Edmond Breon, Reginald Sharland, Daisy Belmore, Fred Esmelton, Martha Mattox. Directed by Paul L. Stein.

Here is a great woman's picture with the star suffering from start to finish. Has an "East Lynne" theme with the World War as a background.

There is hardly a light moment in this film story of misunderstandings between two young lovers. Miss Bennett endures all sorts of anguish, looking beautiful, if a bit worried, through it all. Emotional drama does not become her as well as the light sophisticated roles. The ladies will like Joel McCrea and Paul Cavanagh in the leading male roles which they handle with exceptional brilliancy. Director Paul Stein has shown some sharp flashes of genius. His Armistice Day scenes in London are exceptionally well done. All in all a rather sordid picture that starts off well but slows up midway with a fairly good finish.—Southwell.

SELLING SEATS: Play up the love interest and star as they are the best selling points. Lends itself for good tie-up with local Red Cross for benefit. Get furniture stores to display baby outfits.

Seed

Universal—97 Minutes

Cast: John Boles, Genevieve Tobin, Lois Wilson, Zasu Pitts, Richard Tucker, Frances Dade, Kenneth Seiling, Helen Parrish, Don Cox, Terry Cox, Dickie Moore, Raymond Hackett, Bette Davis, Jack Willis, Bill Willis, Dick Winslow. Directed by John M. Stahl.

The producer, director and principals climb to new heights in "Seed." Surely John Boles and Lois Wilson never gave more convincing performances, Stahl never gave a picture a more appealing touch and Universal hasn't produced such a magnetic story. It is adult entertainment mainly, and not too sophisticated to please only the so-called intellectuals.

The book is more daring than the picture insofar as the advocating of birth control is concerned, but the picture implies what the book tells and there is nothing offensive in any part. It is a human story humanly depicted and should be a money maker. Its absorbing theme makes up for any lack of action.

The story tells of an ambitious writer who hasn't time to write because of the attention he must give to his home, wife and five children. But along comes an old sweetheart, manager of the Paris office of the publishing house for which the hero works, who assigns him to the task of finishing a novel which he had started several years before. She let him use her apartment for writing and in time he forgets home ties for the other woman. There is the separation, his marriage to the other girl and the passage of ten years. He returns from Europe a great writer. His children have grown up but he sends each to school, leaving their mother alone. The return awakens the love of the hero for his children and the other woman admits her defeat.

Genevieve Tobin, as Mildred, the other woman, gives a finished portrayal, while Lois Wilson has made a triumphant return to popularity. The children are excellent types. There are tears and laughter in "Seed." It's a real picture. —Steen.

SELLING SEATS: Play up the popularity of the book. Universal has an elaborate herald which should be used Joe Weil, exploitation director for Universal, has issued a comprehensive exploitation bulletin on the picture which covers every angle. It is suggested that exhibitors use it in the advertising. The bulletin may be obtained at the exchanges or from the home office.

Father's Son

First National—75 Min.

Cast: Lewis Stone, Irene Rich, Leon Janney, John Halliday, Mickey Bennett, Gertrude Howard and others.

A marvelous and decidedly human picture, with excellent cast and direction. Highly entertaining. Very good for Sunday night show or special family night program. Suitable for both parents and children.

The story concerns a strict father (Lewis Stone), who through lack of understanding of children and lack of companionship with his son (Leon Janney), unknowingly makes his home an unwelcome place for his son. He is so wrapped up in his business and has such set opinions concerning the obedience of children, that he expects his child, who is only ten, to act like a grownup man. His mother (Irene Rich), however, understands him perfectly and although she loves her husband, she loves her son, too, and consequently leaves Stone and lives in a modest bungalow with her son. The family doctor is a constant companion of Leon's. Stone soon realizes how neglectful he has been to his son and begs his wife and son to come back. They return and the picture ends with Stone a changed man—an understanding father and a loving companion to his son.

The picture is based on the novel, "Old Fathers and Young Sons," by Booth Tarkington. The story is so vivid and realistic in its portrayal of youth that it will bring the adults back to their own childhood days, and will make each boy see in himself the person of young Leon. There are several emotional scenes that will bring tears to the eyes, but they will immediately be turned into tears of laughter.—E. S.

SELLING SEATS: Being a family picture this should be advertised as such to induce family patronage. Start a Leon Janney club. The kiddies should go for it as Leon is the typical American boy. Juvenile magazines and stores catering to children should lend their cooperation.

Chasing Trouble

Pathe—20 Minutes

Franklin Pangborn, Dot Farley and Junior Coghlan work pretty hard to make this funny but it misses fire some place. The women will get a kick out of watching Pangborn make sandwiches for a bridge party and a few other attempts at kitchen science as only a man can do it, but as a whole this is just an ordinary short subject. Pangborn comes home after a business trip which has taken him away for a year. Wife greets him by making him serve at a bridge party. And he just about ruins the affair.

The Check-Up

Vitaphone—10 Min.

This Vitaphone subject is a clever little skit featuring Jack Hazard and Ruth Donnelly. Complications arise when Jack gives checks for ten dollars to his wife and another woman in love with him unaware that he is married. The plot is really nothing new—just another triangle. However, the manner in which it is handled makes this short subject really interesting.—J. S.

Pip From Pittsburgh

M-G-M—20 Minutes

Charley Chase in a comedy which seems to measure up to previous efforts. As the man who is forced into a "blind date" with a girl from Pittsburgh, Charley gets off some of his usual comedy antics. Thelma Todd again is the leading lady. There are many good laughs and the entire short should fit in on almost any type program.

THE LAST WORD

THE FILM GROUP
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Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

THE LAST STEP

MANY exhibitors, whose business has not been thriving and who have gone the wrong route to build it up through double featuring, are now pondering over the question of reducing admission prices. That's usually the next step after the quantity program loses its first magnetic touch and it's a mighty dangerous step to take without most careful study and consideration beforehand.

Price cutting will boost gross receipts for a while as will any other innovation. But, as we have said before, a bargain ceases to be a bargain when it becomes the regular thing.

There are situations, of course, where the admission price was boosted too high when sound first warranted an increase. Reduction in these instances may prove good business. The location of a theatre, its class of patronage, its drawing radius and its drawing possibilities must enter into the consideration where an admission price reduction is contemplated. Selling more tickets is one thing but increasing the gross is another. We know of several instances where the price cut was carried too far. Attendance increased but box office intake was less than before the cut. Those exhibitors are now facing a bigger problem than before, for a price hike is not so easy to put over as is a price reduction.

At best an admission price cut should be the final step of an exhibitor who is attempting to build up his gross. There are many other things that should be tried first. Among them is bolstering up your programs with name attractions that will draw; better short subjects to give the proper balance to every program; new methods of advertising; greater cooperation with local merchants, civic clubs, etc.; and a little fresh paint in the lobby, on the front and in the interior, if it needs it; brighter lights over and under the marquee. Yes, these things cost money but they represent a more or less permanent investment that is bound to bring a return.

Keeping up price and quality and improving that quality (but let your public know about it when you do) is often a better policy than reducing price and giving with it lowered quality, which is usually its companion.

"FOR THE KIDS AND THE GROWN-UPS"

THAT line is used throughout RKO-Pathe's attractive new season announcement. It has a lot of significance at this time when sexy plots seem to have run their limit—and they have!—and when bringing back not alone, juvenile patronage, but family patronage as well, is a most important consideration for the entire industry. It's a good line for exhibitors to incorporate in their advertising of every feature that has family appeal.

There is no gainsaying that current announcements of the forthcoming product output of all producers have the semblance of containing more wholesome entertainment than has been the case in the past two seasons. That's a good box office sign, particularly for the small town and neighborhood theatres who depend on family patronage for their livelihood.

Ben Shlyen

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels---Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"

—AND—

"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

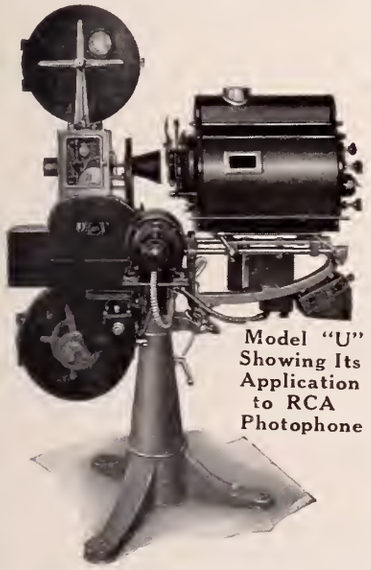
FIRE RESISTANT

Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

NEW MODEL "U" **SUPERIOR Projector**



Model "U" Showing Its Application to RCA Photophone

Universally Adapted to all types of SOUND REPRODUCER EQUIPMENT for either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.
Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by
Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

Patronize the INDEPENDENT DEALERS

Mr. Exhibitor:
Now is the time to show your interest in your community.

It will be appreciated and win friendships for you — this is the way.

For Sale by All Leading Dealers.

RADIO-MAT PATENTED
RADIO-MAT SLIDE CO. MAKERS NEW YORK

Project Special Slides of
Commencement News, Honor Rolls, Graduation Classes' Lists, Etc.

Easily, Quickly and Economically done with
RADIO-MAT SLIDES

IS THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO., Inc., Manufacturer New York City

AFFILIATED THEATRE SUPPLY DEALERS
EFFICIENCY SERVICE

Brenkert

LOW INTENSITY REFLECTOR LAMPS



MORE LIGHT *at* LOWER COST

HUNDREDS of installations by progressive showmen throughout the United States and Canada prove the superiority of Brenkert Low Intensity Reflector Lamps.

Ask Any User

WRITE FOR CATALOGUE AND NAME OF NEAREST DEALER.

Brenkert PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.

Engineers & Manufacturers

ST. AUBIN AT EAST GRAND BLVD., DETROIT



RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.



Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

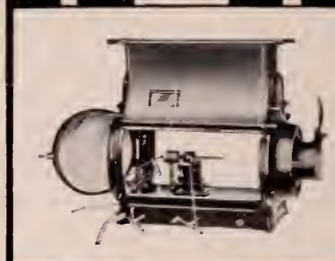
American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres

General Offices: 14 E. Jackson Blvd., Chicago, Ill.

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LIGHT



in abundance for proper projection on

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Enlarged Screens

HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMPS

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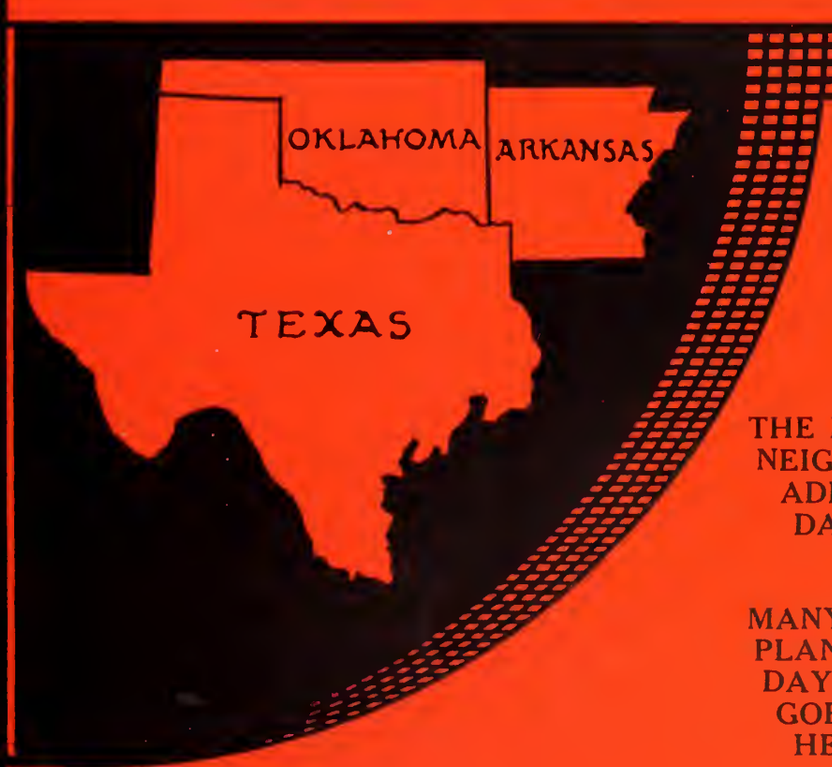
The Strong Electric Corporation

2501 LAGRANGE ST., TOLEDO, OHIO

Export Office: 44 Whitehall St., New York City, N. Y.

MAY 19, 1931
VOLUME VII NUMBER 10

MOTION PICTURE TIMES



THE MELROSE, PALATIAL NEIGHBORHOOD HOUSE, ADDS 1,200 SEATS TO DALLAS SITUATION

MANY TEXAS THEATRES PLAN IMMEDIATE SUNDAY OPERATION. BILL GOES THRU AGAINST HEAVY OPPOSITION

EXCHANGES ARE JUNKING SURPLUS RECORD SUPPLY. DISC MAY BE DROPPED ALTOGETHER.

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

MASCOT PICTURES CORPORATION

The Only Serial Specialists in the Film Industry

NAT LEVINE, *President*

ANNOUNCES

HARRY CAREY

STAR OF "TRADER HORN"

with

EDWINA BOOTH

FEATURED LEAD OF "TRADER HORN"

in

"The Vanishing Legion"

A TWELVE-PART, ALL-TALKING SERIAL

with

REX, the King of Wild Horses

Frankie Darrow **William Desmond** **Philo McCullough**
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DIRECTED BY B. REEVES EASON

And Three Other Twelve-part Serials

HAROLD E. (RED) GRANGE
the greate t football player of all time
in
"The Galloping Ghost"
One mad whirl of dizzy, breath-taking action and hair-raising stunts.

MASCOT SERIALS

RIN-TIN-TIN
and a cast of favorites
in
'The Lightning Warrior'
Eerie mystery, stark drama, and wholesome humor, with Rinty in a startling new type of story.

"THE EAGLE'S SHADOW"

A sensational detective thriller. Action and mystery in the lurking shadows of the side streets off any Gay White Way.

DISTRIBUTED BY:

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Film Exchange Bldg., Dallas, Tex.

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704 West Grand Ave., Oklahoma City, Okla.

HOME STATE FILM CO., 108 So. Cross St., Little Rock, Ark.

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Plan Sunday Operation

Immediately as Texas Exhibitors Prepare for Blue Law Relief; Governor Signs Bill.

Plans for the opening of the major part of Texas theatres now closed on Sunday are under way following Governor Sterling's signature to the Sunday bill which was affixed last week after many days' delay that injected suspense beyond measure among those showmen who had long counted on a little extra money for the first day of the week.

George Chatmas, of the Queen at Hearbe, in Dallas Monday, said that he has his city councilmen lined up in his favor and when the bill becomes law in August he will let them have it on Sunday. Calvert, a nearby town operated by Carl Allday, is also completing plans to open.

They tell a good one on Morris Schulman, of Bryan, who has had a tough fight of it trying to supply Sunday entertainment to the boys of College Station, and who blames Will Horwitz for the court's closing of the Bryan theatres in their last strenuous attempt to open. Schulman, they say, after the bill had passed both house and senate, and hearing that the governor was ready to sign, made a quick trip to Austin and camped on the capitol steps to be first to get the news. It is thought Schulman will open on Sunday immediately.

John Fuller, of the Palace at Leonard, is another showman who has been anxious about the bill. He is making final arrangements to open.

Several Publix and R. & R. theatres which have been closed after previous attempts to open, will likely hang out the Sunday sign before long, but in Abilene, where local sentiment is bitterest, it is feared that Sunday shows will never be realized on account of the bill's local option clause.

It is now legal, as far as the state law goes, for any theatre man to operate on Sunday. City

(Continued on page 5)

Exchanges are Junking Disc Supply

As Trend Goes Over to Sound-on-Film; May Drop Disc Accounts by Next Year.

Over in the score department of Warner Bros.-First National in Dallas employees have been working night and day junking and salvaging a huge supply of old and surplus record stock, which from the present trend of show business is fast becoming obsolete.

While this year most of the exchanges are keeping two disc prints in use, it is doubtful whether or not such prints and records will be in use at all when the selling season starts in 1932.

This, of course, it is believed,

(Continued on page 12)

Melrose Opening

Palatial Neighborhood Theatre Adds Another 1200 Seats to Dallas Situation.

Adding to the growing list of finer neighborhood theatres in Dallas, the new Melrose, pride of P. G. Cameron, veteran showman, opened May 15, in a wave of glory that has established another profitable theatre enterprise and adding to Cameron's record of never making a failure in the amusement field.

(Continued on page 12)

NOW IN RADIO

Will Horwitz Reported in New Venture

Will Horwitz, famous Houston exhibitor, has gone into the radio broadcasting business and associated lines, it has been reported by friends who have visited the Bayou City empressario recently. Horwitz has made several trips to Mexico recently in the interest of a radio and lottery proposition at Reyonosa in which he is reported to have become involved.

Under a charter from the Mexican government, the Houston exhibitor and his associates are privileged to conduct the lottery, selling a book of ten tickets for $10, the government to get a healthy split, so much going for the cash prizes, with the operators taking in the balance. The radio will be used to merchandise the proposition, it is said.

ENGAGES KING

To Make Screening Room O. K. Acoustically

Realizing that sound must be good in order to sell screen advertising to its clients, the James P. Simpson Company, screen advertising agency, operating throughout the south, engaged W. B. King of King Studios, to decorate and to make acoustically perfect the company's projection room at its laboratories on Marsailles avenue.

The Simpson company operates a complete sound equipment and now is prepared to sell quality sound advertising to space buyers.

Franklin to Conduct H-F Convention Here

Harold B. Franklin, active head of the Hughes-Franklin chain of 400 theatres, will arrive in Dallas Monday to hold a convention with managers of 65 of his theatres in Texas and Oklahoma for the purpose of consolidation and detailed organization of the vast holdings of Robb & Rowley and other theatres which were taken over in the Southwest recently.

This will be Mr. Franklin's first visit to Texas in connection with the H-F circuit operations, which are new declared to be of larger proportions in the Southwest than elsewhere.

H. B. Robb and E. H. Rowley are division co-managers of H.-F operations in Texas and Oklahoma.

"Like all other branches of the show game, exhibition, particularly by circuits, has become ritualized," Mr. Franklin stated in New York Tuesday in referring to the coming divisional meeting in Dallas.

"One of the foremost complaints of American exhibition is that it has time for everything but exhibition; what with filling out forms, attending meetings, goose-chasing with pet ideas from some executive who never ran a theatre in his life, and assorted kinds of other windy business that doesn't mean a nickel at the box-office.

"Naturally the boys in the field feel this virus; they get infected with a peculiar distemper; they begin to roll logs, worry more about form than substance, and spend a lot of time selling themselves, figuring that that means more than selling their shows. Maybe you can't blame them. It is not yet regular enough for the big jobs in this business to always go to the deserving.

ALONG FILM ROW

Mr. and Mrs. G. W. Belcher of the Connellee at Eastland motored into the market Monday for a booking trip and both looked prosperous.

* * *

R. I. McIllheran, Dallas; R. I. Payne, Oklahoma City, and L. C. Baxley, San Antonio, Universal branch managers, and Lou Bray, district booker, returned first of the week from Chicago from the U national sales convention, bringing first hand information about facts contained in "The Big Book," announcing U's product for the new year.

* * *

Bill Taylor, exploiteer extra-ordinary, who has been working on some of the big ones for several companies, mostly with United Artists, put "The Front Page" all over the initial sheet of the Dallas Journal last week announcing the showing at the Melba. It was a big piece of work and Taylor himself admitted it was pretty fair in view of the fact that the theatres are using limited newspaper space.

* * *

D. Bernbaum is now head man over at the new R. & R. office which has been opened at 2009½ Jackson street. He will be joined soon by W. G. Underwood, who has been on a motor trip south. The new office has for its purpose the administration of the R. & R. Theatres, Inc., which is holding company for real estate involved in the Hughes-Franklin chain, and also for the operation of theatres in McKinney, Hillsboro, Cisco and Little Rock, which were held out of the Hughes-Franklin buy.

* * *

Roy Brauer, star salesman for Universal out of Dallas, placed his hand on our weary shoulder Monday and broke the glad news that he was the papa of a seven and one-half pound baby girl born Sunday morning in one of the Dallas hospitals. The entire family is doing fine.

* * *

J. L. McKinney, former Tiffany branch manager at Memphis, and well known Texas film man, has succeeded Willard Young in the Columbia sales organization and will travel the East Texas field in addition to handling the Dallas selling block.

GO DARK

Oklahoma Theatres Close Temporarily

O. H. Brown, projectionist at the Lyric in Idabel, Oklahoma City, advises Motion Picture Times by letter of several situations in that state which have closed down. "Just a line to let you know about theatres in this part of the country," he says.

The Lyric in Idabel, operated by W. F. Slaughter, has closed down to three days each week. The Arrow Theatre at Broken Bow has closed two days a week. The Choctaw at Wright City has gone dark for the time being, Brown said.

All of these theatres have good sound, the writer said. RCA and Universal film are installed in two of the situations and a disc which is exceptionally good is operating in Broken Bow, Brown declared.

T. H. Evans has sold his theatre at Eden, Texas, to Ed Ferguson, and will soon be back in the business with the reopening of the theatre at Miles, it is reported.

MORE COOLING

Pickrel Again Selects the Buffalo System

Fred Pickrel, exhibitor leader, and manager of the Bogan Theatres in Ponca City, Okla., has purchased from Buffalo Engineering Company the third Buffalo cooling system, complete with air washer and distributing units. This installation will be made at once in the Murray Theatre.

Last year complete Buffalo systems, similar to the latest order, were installed in both the Ritz and the Poncan theatres, the latter being the largest of the three houses. All three of the Bogan theatres under Pickrel's management are thoroughly equipped theatres.

TO ATLANTA

Ben Cammack Manager of Universal Branch

Ben Y. Cammack, former Dallas film man, and lately a sales representative in the Universal home office in New York, has been transferred to the Atlanta branch as manager, it has been announced.

UNIVERSAL SOUND ON-FILM

ADVICE THAT RINGS AS TRUE
as the Liberty Bell Before it Cracked:

"Go get you a good UNIVERSAL Sound-on-Film and fight 'em for all you're worth," a certain prominent Texas exhibitor is telling all his theatre friends with whom he comes in contact.

"Don't break yourself, or lose profits that are rightfully yours, in paying the endless cost of high-priced equipment."

"Don't suffer the embarrassment, the mechanical grief and the loss of patronage that always comes with the purchase of the cheapest sound on film."

Be Smart!—Buy UNIVERSAL
—and Sleep Nights.

UNIVERSAL

Is Standard Equipment Thruout.

Nothing cheap about it but the price. $1,995 delivered and installed complete.

Liscensed by Jenkins Television Corp. and DeForest Radio Co.

UNIVERSAL Service is always available, day or night, at reasonable cost for only what service is rendered.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

"Trader Horn" Getting Usual Grosses in S.W.

"Trader Horn" is grossing all the way from four to ten times the average receipts of theatres over the state, according to authoritative reports received Tuesday from A. V. Philbin, office manager of the Dallas branch of M-G-M.

The big drawing card is holding up well in all sections, according to this executive, who added that the attraction is a definite builder of receipts in that the third day almost always proves to be greater than the second.

Without precedent "Trader Horn" reopens in Dallas June 5 at the Palace, playing a second run engagement in this de luxe first run theatre. The occasion will mark the leaving off of stage shows by the Publix organization throughout the Southwest.

Prints in 5 Tongues

M-G-M produced its big attraction in five different tongues, most interesting in this region being the Spanish version, which will also be enacted by Harry Carey who speaks that lingo fluently. In this connection, A. Jules Benedic, M-G-M representative, made a special trip to confer with Senor Raphael Calderon in El Paso regarding "Trader Horn' and other M-G-M Spanish releases.

M-G-M BOYS BACK

Attended Regional Meet in New Orleans

The M-G-M high powered sales gang of the Dallas office got back from New Orleans Monday after going to school to Messrs. T. J. Connors, assistant general sales manager, and C. E. Kessnich, southern division manager, at a regional sales convention conducted last week.

Leroy Bickel, branch manager, and Charley Lyne, Clyde Houston, George Hartley and A. Jules Benedic, salesmen, made the trip. Benedic, former representative of Leo, has re-joined the M-G-M forces and will soon offer his forepaw to the showmen of Texas renewing his acquaintances and offering the new Lion product.

Buy Blizzard

L. Richker, owner of the Gayety in Ft. Worth has purchased the new type Blizzard cooling system in air washer equipment. Mrs. Jack, of the Texas Theatre at Pharr, has purchased the Blizzard Aristocrat cooling system. These sales were made by J. O. Ford, of Dallas, who is factory representative of the Bilzzard Sales Company of Omaha.

All under the management of F. A. Tomes, the Educational-Tiffany-Sono Art-World Wide offices are out after business, using the direct medium of a sales force of four good men, namely, J. S Groves and B. C. Gibson, feature salesmen, and Jerry Stogsdill and Stein as comedy salesmen.

Plan Sunday Operation

(Continued from page 3)

authorities, however, may prohibit such showings if they choose, according to the local option clause which the bill contains. It isn't necessary for an exhibitor to get permission to open. He can go ahead, provided that local ordinances do not stop him.

Rev. Forbes Fights

The Rev. B. J. Forbes, who introduced censorship at Austin, was bitter in his opposition to the Sunday bill. He said that Governor Sterling had disappointed the Christian people of Texas in singing it. "Had he paid as little attention to our prayers and pleadings last year as this, he would not be governor. The Fergusons can beat him any day now."

15% Off on Parts for All Projectors !

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

WARNING!

Patrons Have Started Their Demand for Cool Theatres

BUFFALO AIR WASHERS & DISTRIBUTING UNITS

Are Answering This Demand and Supplying the Greatest Boon to Theatre Business in Amusement History.

Buy Cooling Equipment That Cools Without Apologies

About two more rainy spells in May and it's going to be HOT from then on, so

"Let Your Conscience Be Your Guide"

Call on us now for an estimate on BUFFALO EQUIPMENT to suit your theatre.

Buffalo Engineering Co., Inc.

311 S. Harwood GEO. W. THORNTON, Gen'l Mgr. DALLAS, TEXAS

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

"Lustro-Pearl" New Metal Type Screen

A new type metal mesh projection screen, known as "Lustro-Pearl," has been placed on the market by the Mandalian Manufacturing Co., of North Attleboro, Mass.

The advanced features claimed for this new screen includes: A surface treated with the purest of known chemicals, entirely free from gloss, eliminating all distortion common to ordinary types.

Highest reflection factor known to reputable light testing laboratories, effecting a considerable saving of electric current.

Constructed so as to distribute sound very clearly and uniformly throughout the entire theatre.

Can be washed with hot water and soft brush without injury to its surface.

Affords a clear view of any picture from any angle of observation, eliminating eye strain or discomfort to patrons.

Surface may be sprayed periodically for many years, and for this purpose, the company plans to loan for a period of ten years a complete up-to-date spraying outfit with each screen purchased, and furnish chemical solutions from time to time for resurfacing this type screen.

Its high reflective qualities bring out objects in a manner which might be termed the nearest approach to three dimensional pictures, the company claims.

RKO Proctor's 58th Street, New York, is among the first houses to install this new type screen.

FILM TONIC

Yankee Lubric Protects Film Damage

Yankee Lubric Co. of Louisville, Ky., is producing a film tonic known as Yankee Lubric ,which is said to prevent damage to films. Films sprayed with this tonic in the exchange and at intervals in the theatres will be kept moist and flexible, preventing buckling and breaking, it is said. It also protects the emulsion and eases the strain on sprocket holes and lessens projector head wear. The company declares that Yankee Lubric is not a grease and will not streak or spot.

CUTOUT DEVICE

Cutawl for Making Lobby Marquee Displays

A device known as the Cutawl, for making various kinds of exploitation cutouts and lobby and Marquee displays, is being put out by the International Register Co. of Chicago.

The design for the desired cutout display is traced on whatever material is to be used and with this device the cutout is easily made by guiling the machine over the pattern. The machine is convertible into a saw by substituting a saw blade which can be used for cutting anything from felt to steel, the company claims.

Good Sound Dependent on Care of Exciting Lamp

By R. H. McCULLOUGH

(Reprinted from Fox Theatre House Organ.)

A sharp focused slit on the sound track cannot be obtained if the lamp is dirty. A finger print on the bulb in front of the filament obstructs the image. Dirt of any kind in the filament image path will reduce the volume and besides certain high frequencies will be eliminated. The filament of the exciting lamp must be absolutely horizontally level to produce best results. Discoloration of the bulb will cause loss in volume. Discoloration usually appears first at the top of the exciting lamp, which does not obstruct the intensity of the filament image. When checking a lamp for discoloration, remove the lamp holder from the exciting lamp housing and look at the lamp against a white background—this will give you positive proof of discoloration at the top and walls of the globe. Make sure that the glass is perfectly clear and clean in front of the exciting lamp filament; otherwise, loss in volume will be the result.

There are many things which will cause flutter in sound reproduction. With the first Western Electric sound installations, trouble was encountered with the take-up assembly. Bent take-up reels would cause an uneven pull on the sound sprocket which has caused considerable flutter. This trouble has been corrected by the Electrical Research Products, Inc., by installing an additional sprocket, called the holdback sprocket, which is installed directly under the sound reproducing mechanism.

This sprocket takes care of any uneven pull, which may be caused by the take-up assembly. Motor and projector couplings should be checked quite frequently—if they work loose, a jerky action will result which will cause flutter. I found, on one occasion, that a small piece of lint, which was caught in the sound aperture, caused a very bad flutter in Movietone reproduction.

EMERGENCY LIGHT

Roth Brothers Markets New System

Roth Brothers & Co. is marketing a nemergency lighting system to protect exhibitors from dark houses in case power is shut off.

In case of power failure, the current supply, which is furnished by batteries, operates from an automatic transfer switch by gravity action and transfers the load to the storage batteries so rapidly that there is only a slight flicker in the changeover, according to a Roth Brothers report.

The load also is transferred automatically back to the power supply on resumption of the normal power service. By means of an electric clock control the batteries are kept fully charged so that they are always in condition to supply the load during emergencies.

YOU CANNOT BEAT THIS COMBINATION
SUPERIOR QUALITY
AT GREAT SAVING
SUN-ARC Projector Carbons
UNSURPASSED FOR
BRILLIANCE — DEPTH — DEFINITION
SOLD BY
SOUTHERN FILM SERVICE
1616 Travis St., Houston, Tex.
CARBON PRODUCTS, INC. — IMPORTERS
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COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS-PRICES-TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

Refrigeration Unit for Small Theatres

Carrier Engineering Corp. is putting out a refrigeration unit especially desgned for theatres with seating capacities from 500 to 900. The unit is said to require no engineer or attendant and the company claims it is economical in operation.

This small unit is similar in operation to the centrifugal refrigeration machine now used in a large number of the de luxe theatres, but it introduces radical features of design, including complete automatic operation. It is fully enclosed, requires no operating engineer to run it, and the economy of maintenance is indicated by the fact that it can be serviced by the company installing it for a flat sum of $200 a year, without any charges whatsoever to be paid for service of a theatre engineer, the company states.

The refrigeration unit is used in conjunction with a complete air conditioning unit, which includes the fan, spray and cooling chamber, automatic dampers, heaters and sound silencers, in a compact machine especially developed for small theatre use.

FOUR FROM MASCOT

Nat Levine Announces Serial Lineup

New York — Nat Levine, president of Mascot Pictures Corporation, announces that he will produce four, twelve-part, all-talking serials for the 1931-32 season. Levine, the only producer in the industry who is specializing in serials, will distribute through independent exchanges.

The first serial, which is scheduled for release on June 10, will star Harry Carey, whose sensational success in M-G-M's "Trader Horn," makes him one of the outstanding stars in the independent field. Carey's vehicle will be "The Vanishing Legion," a mystery melodrama, especially written for him.

Harold E. (Red) Grange will be starred in the second serial, "The Galloping Ghost," a stunt serial, which will give Grange his first opportunity to exhibit his versatility as an athlete. Football, of course, will not be overlooked.

Rin-Tin-Tin, whose first serial, "The Lone Defender," was one of last season's most successful chapter plays, will be starred in "The Lightning Warrior," Mascot's third offering. The fourth will be a detective thriller with a Metropolitan background, "The Eagle's Shadow."

NO SCREEN ADS

Roach Says No Paid Ads in His Comedies

Culver City—Emphatic denial that paid advertising had appeared in one of his short features was made by Hal Roach, whose Our Gang, Charley Chase, Laurel-Hardy and Boy Friends comedies are released through Metro-Goldwyn-Mayer.

Suggestion had been made that scenes showing the use of a well-known insecticide and a popular soap came under the category of commercial advertising.

"I have never accepted one cent from any advertising company for any advertising that ever appeared in a Hal Roach comedy," said Roach. "I can promise every exhibitor that we will never accept any money for advertising until the theatre has first been informed of that fact and is asked to run the picture knowing that it is paid advertising."

COMPLETES THREE

Educational Finishes Star Series

Hollywood—Clyde Cook, Glenn Tryon and Ford Sterling have all completed special assignments for Educational, with the completion of their respective starring vehicles, "Don't Divorce Him," a Tuxedo; "Elbow Room," a Vanity; and "Foolish Forties," a Gayety.

The policy which Educational adopted on these three series; namely, that of signing up for one or more comedies a popular comedian, has proven very successful. This method afforded flexibility in selection of story material, and also provided a fine variety of star material.

SELECT ROGERS' NEXT

"Plutocrat" Will Be Will's New Comedy

Hollywood — "The Plutocrat," with Will Rogers as its star, will go into production at the Fox Studios in the near future under the direction of David Butler. The new film, adapted from a Booth Tarkington story and stage success, takes the widely traveled Mr. Rogers to Egypt for his latest adventures.

A Startling Announcement!

A 1931 Achievement ~New ~Amazing ~Sensational

Has Arrived!

No unsightly perforations, yet 100% perfect for sound. After a year of intensive laboratory research, we announce the forthcoming production of two new remarkable Sound Screens

CHROMOLITE
No Perforations

ENTIRELY new ond revolutionary Sound Screen. With quolity features not found in ony other Screens. Permanent non-yellowing whiteness. High reflection value (94.6%). More light with less amperage. Eliminates ultra-violet roys. No eye fatigue. No fadeaway. Can be resurfaced. Sturdy—strong—durable. The most remarkable Screen development since the advent of Sound.

Most Sweeping Improvement Since the Advent of Sound

•

COST IS TRIFLING
A FEW CENTS A DAY
EASY TIME PAYMENTS

SILVERLITE
No Perforations

THE new metallic surface Screen. Most efficient metollic surfoced Sound Screen so far produced. Combines the best qualities of silver ond gold fibre Screens. Will not tarnish. Marvelous Screen illumination and brilliancy. High intensity light with low intensity lamps. Sturdy—strong—durable. Flexible—can be rolled up, folded, crushed in the hand without damage.

Chromolite Sound Screen
Non-Glare • Diffusive

Produced by the Makers of the famous Vocalite and Superlite Sound Screens

The New Silverlite Sound Screen
MORE LIGHT ~ LESS CURRENT

Send for Sample and Price — Beaded Screen Corp., Roosevelt, New York — Send for Sample and Price

NEW YORK OFFICE. 47 WEST 24TH ST.

HONOR SIMPSON

Paramount Salesman Is Winner of Gold Medal

Paramount men are back in the harness prepared to go out for new contracts after the annual convention and J. B. Dugger, branch manager, is in high spirits over the new season's possibilities, as well as are all his salesmen.

S. R. Simpson, city sales and East Texas representative, won quite a distinction at the convention. He was the only man in the South to receive the gold emblem in recognition of his service to the organization. He stated that the greatest lineup of pictures in the history of Paramount would be offered the public this coming season, in celebration of their 20th anniversary. He further commented on the fact that many new and youthful personalities have been placed under contract by Paramount for immediate work, and especially did he mention Sylvia Sydney and Carmen Barnes, the 19-year-old writer and actress who is the talk of Hollywood. Robert Coogan, Jackie's little brother has been placed under a long-term contract, and although his first appearance on the screen in "Skippy" gave a lovable juvenile character to picture fans everywhere, his next picture, "Sooky" is expected to place him at the top of kid performers.

He further stated that Ruth Chatterton, George Bancroft and Kay Francis would remain on the Paramount program for the approaching season.

NEW O. C. THEATRE

H. G. Waldon to Build 460-Seat House

Oklahoma City — Contract has been let for a new theatre in Oklahoma City to seat 460. It will be of modern fire-proof construction. This building is being erected on a lot 75 by 140 feet and the theatre building itself will be 75 by 115 feet.

This building has been leased for a period of ten years by H. G. Waldron, of the Film Speaker Company, and Universal sound-on-film equipment will be installed. "This will be our key demonstration for this state and will be of the all-electric type," Waldron says.

Construction is being started immediately, the house to be ready for occupancy August 1. The very latest type of equipment will be used including reflector arcs, Tungar arc lamp rectifiers, etc. This will be one of the finest theatres in Oklahoma City, it is said.

PICKETT - WOOD

Prominent Couple Wed in New Mexico

A wedding of unusual film interest was performed in Las Cruses, New Mexico, on May 17, when Miss Louise Wood and Norman Pickett signed on the dotted line for life partnership.

Miss Wood has been with the Dallas office of Columbia Pictures Corp. for two years. She was the petitest blond on Film Row and was noted for her cuteness, and was very popular.

The groom is the stalwart and ultra-handsome son of Mrs. L. M. Pickett, who for many years has been private secretary to Leroy Bickel of the M-G-M office. Norman Pickett is a member of the Happy Southern Entertainers orchestra engaged in one of the leading hotels in Alberquerque. He receives his B. S. degree at Southern Medothis University in June and is a member of Delta Beta Chi fraternity.

The couple will leave for the west coast early in June where the orchestra will fill engagements in leading hotels at Los Angeles and San Francisco. Both are popular in Dallas social circles of the younger set.

EXPLAINS "MOUSE"

Disney Representative Tells Method

"We took the bull by the tail instead of the horns in the production of the Mickey Mouse shorts," said J. W. McFarlane, special representative of the Walt Disney corporation, who was in Dallas for a few days conferring with J. B. Underwood, branch manager of Columbia, distributor of this prize series of shorts. The music is recorded first and then the cartoon is drawn, accordingly for the perfect synchronization and good sound always noticeable in these Mouse reels.

Mr. McFarlane's trip is for the purpose of bringing the Columbia managers in closer touch with the Disney studios and to get acquainted with exhibitors and circuit heads over the region. It's entirely a good will tour, he said. Mr. McFarlane made several talks before Mickey Mouse Clubs in spots where peculiar interest was shown.

Throughout the coming year, at least, Columbia will continue to distribute the Mickey Mouse comics, Underwood emphatically stated.

Good Pictures

(From an editorial in the Dallas Dispatch)

WHEN a theatre presents two such pictures in succession as "Skippy" and "The Millionaire" that part of the public which cries against the exploitation of sex and the picturization of crime on the screen should turn out and fill the theatre for every performance. But does it? Well, "Skippy" played to pretty good houses, thanks to an extra lot of publicity, and as the week progresses the public begins to realize that George Arliss in "The Millionaire" is worth seeing and attendance grows. But neither packs them in like Clara Bow or some racketeering film.

The motion picture companies will make pictures just as good as the public will patronize sufficiently to make them profitable. They will make most pictures of the type which is most profitable. The best argument, therefore, for a higher standard in picture making is a higher standard of attendance.

George Arliss is worth seeing any time in anything he will make. "The Millionaire" will not get the rating among the year's productions that his "Disraeli" received —one of the best pictures ever made. But "The Millionaire" is clean, delightful comedy with superb acting. And when his "Alexander Hamilton" is offered to the public if it doesn't draw houses full of intelligent people the first day, then there aren't enough intelligent people to fill the theatres which will present it.

And we don't mind giving this advance advertising here to the greatest actor on the American stage and the picture he is making.

Oklahoma Notes

A new policy of four changes weekly has been instituted by Warner Bros. at the Empress, with new first-run bills opening Sunday, Tuesday, Thursday and Saturday. Three news bills had been shown previously.

* * *

Criterion admitted kids free with parents on opening day of "Skippy" to give film quick publicity.

* * *

Warner Brothers Theatre in Oklahoma City gave away a handsome new Ford sedan recently to the lucky holder of a numbered ticket presented on entrance. The drawing was in the form of a lottery and the lucky ticket being drawn from a revolving drum in which all of the tickets received in the Warner theatres the past two weeks had been placed.

* * *

Publix's Criterion Theatre will show first run pictures on Friday instead of Saturday as heretofore.

Buy Parkway

W. O. Williamson, First National salesman, and Billy Crowell have purchased the Parkway, Dallas neighborhood theatre, from Sam Hefley. The Parkway was purchased by Hefley about two years ago and Crowell was placed in charge as manager. Within the past year Hefley sold an interest to Ed Morse, of Temple, and Morse succeeded Crowell. Several weeks ago Crowell was again made manager by Hefley. Both Williamson and Crowell have had a varied experience in the picture business.

Screen "Interlude"

New York—Confirmation comes from Metro-Goldwyn-Mayer of the report that "Strange Interlude" will appear on its production schedule for the coming year. The adaptation of Eugene O'Neill's nine-act play will be prepared in the near future, with cast and director to be announced later.

BARGAIN!
IF TAKEN AT ONCE.
10 Model "A" Blowers at $285.00 Cash.
2 Model "B" Blowers at $235.00 Cash.
1 Lakeside Blower, with 1 h. p. single phase motor, Tex-Rope drive and switch at bargain, complete $315.00.
These blowers will deliver from 10,000 to 25,000 cubic feet of air per minute. Blowers all new. Ready to ship at once.
WRITE OR WIRE
Box "A" Motion Picture Times
313 S. Harwood, Dallas, Tex.

Substitutions Permissible

According to Present Contracts for Pictures in 1931-32 Production Schedule.

New York — Substitutions will not be grounds for cancellation of pictures under contracts being prepared by the major producer-distributors for the 1931-32 season. The individual company contracts, now in use and in preparation, contain clauses whereby producers may make changes in casts, stories and directors.

The producers take the stand that picture material and talent must be switched to meet changing conditions. Such announcements as are made as to elements to go into product are only tentative, the producers say, and are "subject to change without notice." Exceptions to the general rule are in cases where a book or play is designated definitely.

DEFENDS CRIME PICTURES

Films Strip Gangsters of Glory, Police Paper Declares; Law Reigns Supreme in the Story.

New York—Beliefs that crime pictures have an evil effect on the minds of youths are given a setback in the current issue of "The Police Journal," national official organ of police authorities.

The Journal says, in part: "We believe that no preacher, no court, no police official could deliver a more effective lecture to influence the youth of the nation against a criminal career than the stories told in many of these crime films which strip the gangster of his mock-heroism and show crime in all its sordidness."

The article continued to say that the demand for pictures dealing with crime is, after all, a reflection of the public interest in the problems which crime presents. Sometimes in real life the criminal gets away with his crimes and goes unpunished, the account states, but this is not true in the fiction treatment of crime reflected from the screen. "Invariably in the movies the law reigns supreme," the article continues. "The motives for the crime are solved in the action of the drama and the criminal pays the just penalties of the law."

Greater Protection

To Be Asked by Major Circuits; Cause of Lower Grosses Laid to Too Much Protection.

New York—Greater protection over subsequent run houses by affiliated first run theatres is in prospect for the new season. Decreased grosses in many instances is claimed by major circuits to be due to the fact that subsequent runs get pictures too soon after they play first run. Officials of M. P. T. O. A. declare the situation is serious.

Financial interests last year suggested that protection be curtailed so that a quicker financial turnover could be realized. C. C. Pettijohn attempted to rearrange the zones on a national basis but his plan was never put into effect.

And What Else?

There are great openings in Hollywood still. A recent Hollywood news item said, "The new star is a tall, slender girl, with a fair skin, deep blue eyes, a rather large mouth which when she smiles discloses perfect teeth and dainty feet."—Indianapolis Journal.

SEVEN FROM M-G-M

Ready for Release Before End of June

Culver City — Seven new productions, five of which are vehicles for company stars, compose the strong spring release lineup announced by Metro - Goldwyn - Mayer for the period from the middle of May to the end of June.

Among the new pictures are Marion Davies's "Five and Ten," W. S. Van Dyke's "Never the Twain Shall Meet," Joan Crawford's "Girls Together" and "The Great Lover."

The three films tentatively down for release between mid-May and the first of June are "Never the Twain Shall Meet," "Girls Together" and "Five and Ten."

TWO FROM B. I. P.

Columbia Selects Its Next Importations

New York — Columbia Pictures has selected B. I. P.'s "Young Woodley" and "Murder," both of which enjoyed successful runs at the Cohan Theatre, New York, as the fifth and sixth in the series of outstanding English photoplays that the company has secured for national distribution. The other four British productions in the group are: "Atlantic," "Night Birds," "Middle Watch" and "The Man From Chicago."

"Young Woodley," adapted from the John Van Druten stage hit which created a sensation in London and duplicated its success in New York with Glen Hunter in the title role, is a highly dramatic story of young love, presents intimate glimpses of Oxford University and its environs. An internationally famous cast was assembled for the picture.

"Murder," a tense melodrama, is an adaptation of the record-breaking English stage play, "Enter Sir John," by Clemence Dane and Helen Simpson. It presents one of the most baffling mystery stories ever presented on the screen, played against a background of a London suburb, backstage in a theatre and a circus lot.

Allied-Universal Deal To Liven Competition

New York—The purpose of the Allied-Universal deal was explained last week by Al Steffes, Allied leader. The co-operative agreement between the exhibitor organization and Laemmle is a "move to keep competition alive in the industry and to perpetuate the independent company," according to Steffes.

Allied houses agree to play and Universal agrees to supply quality product at "live and let live" prices. Lessening competition within the industry has become more alarming each year and for this reason the mutual co-operation arrangement was made between Universal and Allied, Steffes declared.

COSTLY HOLDOVER

Court Rules Exhibitor Must Pay $1,250

Buffalo, N. Y.—Decrees aggregating $1,250 were signed by Judge Adler of the United States District Court for the Western District of New York against Joseph A. Ruteck for holding over and exhibiting one Fox and four Universal pictures an additional day at his Park Theatre in Buffalo. In addition, the court awarded costs of $37.50 in each action and an attorney's fee of $100 in each action.

BUYS TITLE

However, Name Fits Another Story

Hollywood—"Gangster's Wife" will be the title of Helen Twelvetrees' next starring picture for RKO-Pathe, it is announced by Charles R. Rogers, head of the company's production.

The name is taken from a story by Ferrin L. Frazer which was published in Collier's Weekly. RKO-Pathe published the rights to the title and one situation of the story. This situation is being incorporated in the screen play which George Rosener is writing, based primarily upon Jack Lait's novel, "Put On the Spot."

Ricardo Cortez will be the leading man in "Gangster's Wife."

Another Title

Hollywood—The Victor McLaglen-Jeanette MacDonald picture adapted from the stage play "Good Gracious, Annabelle," is now titled "The Affairs of Annabelle." It has been known as "She Wears the Pants," "Two Can Play," and "Misbehaving." Harlan Thompson directed the comedy for Fox Films.

Heads Story Dept.

New York — Richard A. Rowland, who became associated with Paramount three months ago, will be in charge of stories and will make his headquarters here.

Many Co-starring Pictures on Fox's 1931-32 Program

Forty-eight Features are Announced for Season's Lineup, According to Annual Announcement.

New York—For is concentrating on co-starring teams this season, according to the company's announcement. Forty-eight features comprise the 1931-32 lineup.

The productions follow:

"Delicious"—Janet Gaynor and Charles Farrell.

"Merely Mary Ann" — Janet Gaynor and Charles Farrell.

"Salomy Jane"—Janet Gaynor and Charles Farrell.

"Heart Free"—A Janet Gaynor special co-directed by George DeSylva and David Butler.

"Surrender" — Charles Farrell heads a cast featuring Joan Bennett.

"Sob Sister" — Charles Farrell in a newspaper story.

"Young as You Feel"—Will Rogers in a Frank Borzage production.

"The Plutocrat" — Will Rogers in Booth Tarkington's story.

"Ambassador From U. S."—Will Rogers in a comedy by Guy Bolton.

"Disorderly Conduct" — Victor McLaglen and Edmund Lowe.

"Wicked" — Victor McLaglen, Elissa Landi and Spencer Tracy.

"While Paris Sleeps" — Victor McLaglen, Joan Bennett and Fifi Dorsay.

"Rogues Gallery"—Victor McLaglen in Peter B. Kyne's story, directed by Rowland Brown.

"The Heir to the Hoorah"—Victor McLaglen in Paul Armstrong's stage play.

"Over the Hill" — Mae Marsh will play the role of the mother in this talking picture version of Will Carleton's poem.

"Bad Girl"—Vina Delmar's best selling novel and stage play.

"The Yellow Ticket" — Elissa Landi.

"Transatlantic"—Edmund Lowe, Greta Nissen, Lois Moran, Myrna Loy, John Halliday, Dixie Lee and George E. Stone.

Silver City"—Edmund Lowe and Warner Baxter reunited.

"The Midnight Cruise" — Edmund Lowe, Virginia Cherrill and Allan Dinehart, in a mystery melodrama.

"In Her Arms"—Warner Baxter and Elissa Landi.

"Cheating" — The same trio, Baxter, Landi and Cavanagh.

"Alimony Queens" — Warner Baxter, Joan Bennett, Paul Cavanagh, Myrna Loy, Una Merkel and Marjorie White.

"A Ticket to Hell" — Warner Baxter, Sally Eilers, Hardie Albright, Cecelia Loftus, George E. Stone are featured.

"The Brat"—The youthful team of Maureen O'Sullivan and Frank Albertson will be featured.

"Swindle"—Spencer Tracy has the lead in a story.

"Devil's Daughter" — Spencer Tracy will be supported by Myrna Loy and Una Merkel.

"Price No Object"—The team of Spencer Tracy and Warren Hymer of "Up the River" and "Goldie" in a story directed by Allan Dwan.

"Sugar Daddies" — Spencer Tracy, Marguerite Churchill and El Brendel.

"Some Girls Are Dangerous"—Elissa Landi, Donald Dillaway and Rosalie Roy.

"Skyline" — Hardie Albright, Thomas Meighan, Maureen O'Sullivan, and Myrna Loy.

"She Wanted a Millionaire"—Virginia Cherrill, Frank Albertson, Humphrey Bogart, Peggy Ross, Cecilia Parker, Rosalie Roy, Yvonne Pelletier, Roxanne Curtis, James Kirkwood, Gaylord Pendleton and Terrance Ray.

"The Royal Road to Romance"—George O'Brien, Frank Albertson and Maureen O'Sullivan.

"Riders of the Purple Sage"—Zane Grey's story brought to the screen with George O'Brien.

"The Rainbow Trail"—Another Zane Grey story featuring George O'Brien.

"Charlie Chan's Chance"—Warner Oland again plays Charlie Chan.

"Another Charlie Chan Story"—As yet untitled, which Earl Derr Biggers is writing, to be directed by Benjamin Stoloff.

"Young America"—Double Dillaway, Gaylord Pendleton, Peggy Ross, Rosalie Roy, Warren Hymer, Roxanne Curtis, Maureen O'Sullivan, William Collier, Sr., and Frank Albertson.

"Son-In-Law" — Lois Moran, William Collier, Sr., and Donald Dillaway.

"Lipstick"—Joan Bennett, Hardie Albright, Sally Eilers, Frank Albertson and James Kirkwood.

"Sink or Swim" — El Brendel, Marjorie White, Cecilia Parker, Rosalie Roy, Joyce Compton, Dixie Lee and Peggy Ross. Directed by Henry Lehrmann.

"Thoroughbreds" — Peter B. Kyne's story featuring Frank Albertson, Sally Eilers, John Arledge, and Peggy Ross. Directed by John Blystone.

"Human Toys"—John Arledge, Marguerite Churchill, Paul Cavanagh and Greta Nissen. Directed by Sidney Lanfield.

"The Great Air Robbery" — George O'Brien, Terrace Ray, Fifi Dorsay, in a novel film directed by Henry King.

"The Hysterical Age"—El Brendel, Frank Albertson, Joan Castle, Rosalie Roy and Roxanne Curtis in a comedy of youth directed by Sidney Lanfield.

"Champagne" — Fifi Dorsay, Paul Cavanagh, Humphrey Bogart and Joyce Compton. Directed by Kenneth MacKenna.

"Panama"—Fifi Dorsay, Warren Hymer, Peggy Ross and Joan Castle. Directed by Alfred Santell.

"Honeymoon" — Virginia Cherrill, Humphrey Bogart, Warren Hymer, Terrance Ray and Yvonne Pelletier. Directed by Hamilton MacFadden.

FINAL OF SERIES

Last of Buck Jones Group Ready for Release

Hollywood — "The Fighting Sheriff," final production in the present series of eight outdoor "specials" which Buck Jones, cowboy star made for Columbia Pictures, is the company's first May release. Jones is starred in the title role, with Loretta Sayers, recent Columbia "find" in the leading feminine part.

"The Fighting Sheriff" is an action drama depicting life and intrigue in the old West, played against a background of the Western plains and mountains.

EDWINA BOOTH, TOO

Another "Horn" Star in Mascot Serial

Hollywood — Nat Levine, president of Mascot Pictures Corporation, has announced that Harry Carey and Edwina Booth will head the cast of "The Vanishing Legion," his company's first all-talking serial of the coming season. Production on this picture has already been begun at the Tecart Studios in Hollywood.

Harry Carey, one of the screen's outstanding Western actors, the star of Metro-Goldwyn-Mayer's "Trader Horn," will make his serial debut in "The Vanishing Legion." Edwina Booth, who will play the featured feminine role in this Mascot serial, is featured in support of Carey in "Trader Horn."

FAVORS PRESS

Radio to Use More Newspaper Advertising

New York—The power of newspaper advertising for the merchandising of motion pictures in theatres of the United States and Canada was unanimously approved by delegates to the annual sales convention of Radio Pictures, held in Hollywood recently.

Through this approval, Radio Pictures will definitely participate with thousands of theatres in the United States and Canada in the expense of special newspaper advertising campaigns on most of its 36 productions to be released during the 1931-32 season.

This step, decided upon by Radio Pictures officials after a thorough and detailed demonstration of the power of newspaper advertising, will involve an annual expenditure of hundreds of thousands of dollars by theatres showing Radio Pictures, and by the company itself, according to Jos. I. Schnitzer, president.

From all sections of the country, sales representatives of Radio Pictures declared that advertising campaigns where the newspapers were used had been found to be the most effective in attracting patronage to the theatres.

Briefly, the advertising campaigns for newspapers involves special merchandising layouts especially prepared for publication prior to the opening of a film production in an individual theatre; and the entire campaign is prepared as an addition to the regular advertising space that the theatre may use during the run of the picture.

Radio Pictures' share of the extra advertising expense will be borne by the company in direct proportion to its participation in the gross receipts of each attraction in the theatre.

During the season just closing, Radio Pictures participated in the expense of exclusive newspaper campaigns on several big productions, most notable of which was "Cimarron." Outstanding results obtained during the past year in every tested locality was responsible for the decision of President Schnitzer to expand the plan.

Sign Kid Actor

Hollywood—Paramount has engaged another child actor. Five-year-old Dickie Moore has been signed for a small but vitally important role in Paramount's "Confessions of a Co-Ed," it was announced by the studio last week. Young Moore will appear in scenes with Phillips Holmes, Sylvia Sidney and Norman Foster, who are featured in the drama of college life from a modern co-ed's intimate diary.

Carl Laemmle Announces 26 Features for 1931-32

New Season Schedule Includes One More Picture Than Number in Present Sales Season.

New York—Twenty-six feature productions, one more than the number included in the present sales year, will be released by Universal during the 1931-32 season, according to official announcement made by Carl Laemmle last week. All of these twenty-six productions will be made for first-run theatres. The story material, direction, stars and production values have all been considered with this one thing in view.

Stars and featured players who will appear include John Boles, Lew Ayres, Rose Hobart, Sidney Fox, Walter Huston, Genevieve Tobin, Lois Wilson, Bela Lugosi, Charles Bickford, Frances Dade, Charlie Murray, George Sidney, Zasu Pitts, Slim Summerville, Bette Davis, Harry Beresford, Lawrence Gray, Clarence Darrow, Elliott Nugent, May Robson, Raymond Hackett, James Hall, Edmund Breese, Arthur Grange, Deerk Fairman, Allison Skipworth.

The directorial lineup includes John M. Stahl, James Whale, John Murray Anderson, William Wyler, James Flood, Cyril Gardner, Russell Mack, George Medford, Ernst Frank, Edward Laemmle.

The 26 Specials in Detail

Rose Hobart, who made her debut in "A Lady Surrenders," will star in Fannie Hurst's best seller, "Back Street." Direction will be by John M. Stahl, director of "Seed."

With "Dracula" pointing the way to big public demand for horror on the screen, Universal will make "Frankenstein," based upon the famous novel by Mary Wollstonecraft Shelley, with Bela Lugosi in the title role.

Charles Bickford and Rose Hohart will appear in "East of Borneo," under the direction of George Melford, with Lupita Tovar and Georges Renavent in featured support.

May Robson, the well-loved stage star, makes her talking picture debut in "Mother's Millions," described as the most unusual comedy-drama ever filmed. The featured supporting cast includes James Hall, Lawrence Gray, Frances Dade and Edmund Breese.

For Lew Ayres, Carl Laemmle, Jr., has very ambitious plans. The first of his new season productions will see him in uniform again, but not in war. The picture is "Eagles," an original by Jack Moffitt and Ray Shrock, and is a romance of flying machines and the men who made flying possible.

A new starring combination will be brought to the screen when Walter Houston and Genevieve Tobin appear in "Boulevard."

Edgar Allan Poe's immortal story, "The Murders in the Rue Morgue," will be the second horror story for the new season, and will be a companion piece of "Frankenstein," and its predecessor, "Dracula."

Rose Hobart will star in Arthur Somers Roche's story of the queen of the bootleggers—"A Lady of Resource," the sensationally successful Collier's serial, soon to appear in book form. Edward Laemmle will direct.

The versatile Lew Ayres will probably star in "The Spirit of Notre Dame," which is being produced with the full co-operation of the authorities at Notre Dame University, and is dedicated to Knute Rockne. It will be a story of college life and of the spirit that wins championships. The story is by E. Richard Schayer, story editor of Universal, and Dale Van-Every.

Donald Henderson Clarke, writer of best sellers, is the author of "Baby Faced Gangster," remarkable story of a youngster of the tenements, who dominates strong men.

"Barbary Coast," a romantic and thrilling story of the famous gathering place of the adventurous in San Francisco, is also on the list.

Universal's famed comedy players, Slim Summerville, and Zasu Pitts, will star in "West of Topeka."

"Lasca of the Rio Grande" will be a big special Western with an all-star cast to be announced shortly.

There will be a third Lew Ayres starring picture, title of which will be announced later.

Sidney Fox, who scored in her screen debut in "Bad Sister," will head an exceptional cast in Donald Henderson Clarke's best seller, "Impatient Maiden."

Robert E. Sherwood's Broadway stage success, "Waterloo Bridge," will be a starring vehicle for Rose Hobart.

Sixth of the famous "Cohens and Kellys" pictures will bring George Sidney and Charlie Murray together again in their perennially popular screen partnership. This time it will be "Cohens and Kellys in Hollywood."

Wadsworth Camp's thriller, "Derailed," will give Rose Hobart opportunity to display her versatility in a red-blooded melodrama of railroad men.

William Hurlbut's original play, "Lilies of Broadway," will be elaborately produced by John Murray Anderson, whose first screen achievement was "King of Jazz."

W. R. Burnett, author of "Little Caesar" and "Iron Man," is represented on the schedule by "Bullet Proof," a story of racketeers.

"Heaven on Earth," from Ben Lucien Burman's best seller, "Mississippi," will star Lew Ayres with Sidney Fox, Harry Beresford and Slim Summerville featured.

"The Great Air Robbery," a story of pirates of the air, will be one of the thrill specials on the new season program.

"Marriage Interlude," will have John Boles, Lois Wilson, and Sidney Fox in the featured roles.

Only last week Universal purchased for the schedule William Crew's play, "Nice Women," which ran at the Longacre Theatre. It is a thoroughly appropriate vehicle for Sidney Fox.

"Homicide Squad" is the twenty-fifth special for the year.

Lew Ayres will have a starring vehicle in Bret Harte's famous story, "Outcasts of Poker Flats," which will come to the screen under the title, "Man Hunt."

A special department is being created to handle the exhibition of Clarence Darrow's presentation of evolution. This is entitled "The Mystery of Life," and depicts in amazingly realistic fashion the story of man's fight for life, as told by the most eminent scientists.

Universal will produce a notable array of short subjects for the new season. These will include fifty-two two-reel comedies, starring Slim Summerville, George Sidney, Charlie Murray, Eddie Gribbon, Daphne Pollard, Lloyd Hamilton, Gene Morgan, Walter Merrill, "Steve" Brodie and others.

ROCKNE PICTURE

To be Dedicated to the Famous Coach

Universal City — With the full co-operation of the authorities of Notre Dame University, Universal will produce a feature production entitled "The Spirit of Notre Dame," dedicated to the late Knute Rockne. Lew Ayres will be the star. The picture will have an important place on Universal's 1931-32 schedule.

ADDING FOURTEEN

Universal to Include Action Pictures in Lineup

Chicago—Carl Laemmle, president of Universal, announced at the Mid-West sales convention of the company last week that in addition to the 26 quality features which Universal will produce for 1931-32, it will release fourteen action features.

Some of the action pictures will be made at Universal City. The others will be obtained from other producing sources. A contract with David J. Mountan is in negotiation, whereby he will supply a certain number for world release by Universal.

In making the announcement, Mr. Laemmle declared that Universal was taking the leadership in a much-needed movement back to the first principles of audience appeal. The fourteen action features will be produced with a minimum of dialogue, and with physical action heavily stressed.

DIETRICH IMPORT

German Film to be Released Here

New York—Associated Cinemas of America, Inc., has acquired the American rights for Marlene Dietrich's German film, "Die Frau, nach der man sich sehnt," which will be released here under the American title, "Three Loves." Foremost critics have acclaimed Dietrich's work in this production as the outstanding achievement of her sensational career.

CHATTERTON STARTS

Picture to be "Laurels and the Lady"

Hollywood — Ruth Chatterton's next picture for Paramount entitled "Laurels and the Lady," has gone into production at the Paramount studios in Hollywood under the direction of Berthold Viertel, noted European director. The picture has been adapted by Samson Raphaelson, well-known Broadway playwright, from Leonard Merrick's outstanding novel of the same name.

Supporting Miss Chatterton in the new production are Ralph Bellamy, Stuart Erwin, Francoise Rosay, Sam Hardy, Tyler Brooke and Charles Boyer.

Incorporates

Trenton, N. J.—American Television and Theatres Corp., of New Jersey, has been incorporated with 100 shares of no par common.

Junking Disc

(Continued from page 3)

depends altogether on the rate at which the remaining disc equipped theatres switch over to sound. At the present time only approximately there are 200 exclusive disc installations in the state, with film installations totaling 400.

A sizeable saving in express charges on records is one of the contributing reasons for sound heading exclusively to the film. More smoothness and simplicity of operation and the matter of eliminating the hazard of getting out of synchronization were contributing causes.

Two exchange managers approached on the question believe that records will always be in use, while the balance say that records will soon be a thing of the past.

Just as the producers quit delivering silent versions of talking pictures for unwired houses, so will they quit delivering disc prints and records as the disc houses gradually switch over to the film within the coming year.

POSTER SERVICE

Evans Adds Equipment for Show Print

Duke H. and R. O. Evans, who have been in the show print racket in this territory for the past ten years, and operating, since March 1, as Evans Printing Co., announce the installation of additional fast and modern poster equipment. Their plant is now giving the Southwest a complete show print service, with posters up to and including twenty-four sheets, wood block engravings, placards, heralds, etc.

SALES MEETING

Columbia Boys Get Dope About "Dirigible"

Humming with pre-selling season activity, the Dallas Columbia exchange was the scene of breezy activity for the week as S. M. Moscow, district manager, of Atlanta, conducted a brisk sales meeting to discuss "Dirigible," Columbia's roadshow attraction, and also the balance of new releases for the year.

Lynn Stocker, branch manager at Oklahoma City, was in Dallas for the week end to meet with Mr. Moscow, making the trip home Tuesday by airplane. J. B. Underwood and his salesmen, Bob Bauer, Walter Penn and Jim McKinney, all of the Dallas office, were parties to this sales event.

The Columbia annual sales convention will be held the first week in June, the place being yet undetermined, it was announced.

Melrose Opening

(Continued from page 3)

The Melrose is a new theatre throughout, seating approximately 1,200, with large balcony, and located on one of the widest and most traveled neighborhood thoroughfares in the city.

The auditorium is of the semi-atmospheric type, includes a stage that will be put to use later, and is well equipped and appointed throughout for the comfort and appeal of patrons.

A big electric sign flashes the Melrose message up and down the avenue for many blocks. The front is high and of attractive design without unnecessary flashiness.

One of the unusual things about the Melrose opening was that it set a precedent in advertising for neighborhood theatres. A campaign as thorough as employed by first runs was used in big newspaper spaces actually selling the picture to potential patrons all



P. G. Cameron

over town. "Kiss Me Again" was the opening attraction which probably showed to as many patrons per day at the Melrose as it did on Elm street.

"Business has been better than I expected," was the comment made by Cameron to friends on Film Row several days after his house warming.

TWO "THRILLOS"

Sono-Art Preparing for New Pictures

Hollywood — Continuities for Sono Art-World Wide's next two "Thrill-O-Dramas' 'are being prepared at the Coast, under the supervision of George W. Weeks. They are "Hell Bent for Frisco," from the story by Arthur Hoerl; and "First Aid," from the magazine story by Michael L. Simmons. These two productions will make the fourth and fifth, respectively, in the "Thrill-O-Drama" series.



.Here is a front view of P. G. Cameron's new neighborhood house in Dallas. The theatre seats 1,200.

Good Advice

A. L. Heck, of the Dorothy at Henrietta, was a Film Row visitor, calling at the Times office to renew his subscription for a year. Mr. Heck says business is holding up fairly good and that he had no real kick to make on that score. He reported as being on a deal with C. P. Washman as partner to buy the Palace at Post, Texas, but this deal later is reported as having fallen through. Mr. Heck is an old army man. His advice to his brother exhibitor is that theatres must be cleaned up and improved before business is going to come in the volume it should.

BLIZZARD

Cooling System

Combined With Latest Improved Type

Air Washers

SILENT EQUIPMENT!

TERMS!

One Low Factory Price To All!

POSITIVE IRON-BOUND GUARANTEE!

J. O. FORD

Factory Representative

BLIZZARD SALES CO.

Box 594 — Dallas, Texas

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Dawn Trail, Buck Jones—Jones in a typical Saturday night western. No wonder kids don't want to take time Saturday to take a bath when there is a western like this in town. Advertising especially good in representing action and the picture holds up to the advertising.—J. W. Crabtree, Metro, Clarendon, Ark.

The Last Parade, Jack Holt—Holt in a good gangster picture. Rather inconsistent in story but has enough action and thrills to cause them not to be too critical. Jack Holt as usual comes to a bad ending.—J. W. Crabtree, Metro, Clarendon, Ark.

The Flood, Eleanor Boardman—First time I have ever played Eleanor Boardman. She is O. K. in this picture which will please. This picture has several spectacular flood scenes. Recording is exceptionally good on disc. — J. W. Crabtree, Metro, Clarendon, Ark.

Criminal Code, Walter Huston—Really here is a good underworld and prison picture at last. Played it two nights and it went over big. Good recording. — Roy Thomas, Community, Clear, Lake, Wis.

Shadow Ranch, Ken Maynard—These westerns may be all right in some towns but my advice is to lay off. — Roy Thomas, Community, Cear Lake, Wis.

FIRST NATIONAL

College Lovers, Jack Whiting—A football and college picture with a good cast but a poor story. Pictures like this are not made for a town without a football team because they have no interest in them. —Roy Thomas, Community, Clear Lake, Wis.

Scarlet Pages, Elsie Ferguson — A very good picture which drew a good crowd against school play. —Harold Smith, Dreamland, Carson, Iowa.

FOX

Three Girls Lost—Attractive title in that it is unusual and spots attention. Picture is very good throughout, being a story of three small town girls of different natures and dispositions who go to Chicago. Has plenty of heart interest and will pease all—J. W. Crabtree, Metro, Clarendon, Ark.

M-G-M

Remote Control, Wm. Haines—Some more of Haines' foolishness but just the same it went over good. A good story and a remarkable cast. Play it—Roy Thomas, Community, Clear Lake, Wis.

PARAMOUNT

No Limit, Clara Bow—Very good picture which played to fair business. — Harold Smith, Dreamland, Carson, Ia.

Gang Buster, Jack Oakie—Fine. The best yet from Oakie. Wish more pictures of this type were available.—Harold Smith, Dreamland, Carson, Ia.

Tom Sawyer, Jackie Coogan — Boy, how they did eat this one up. Fine business and a fine picture.—Harold Smith, Dreamland, Carson, Ia.

TIFFANY

Third Alarm—A fire picture that didn't go over so hot for me. Photography poor. Good story, however, and well portrayed. The little boy representing the son of the fire chief killed in the fire was the knockout of the show and practically stole the picture. Recording on disc only fair.—J. W. Crabtree, Metro, Clarendon, Ark.

Hell Bound, Leo Carrillo—I played this picture at my Grand Theatre, Sioux Falls, S. D., on a Sunday, Monday and Tuesday. My Monday's business was much better than the usual Monday's business by reason of the word-of-mouth advertising. We received nothing but praise on the picture and I am only sorry I did not put this picture over big and play it a week as it has merited a week's showing. I recommend "Hell Bound" to every exhibitor.—Benny Berger, Berger Amusement Co., Minneapolis.

UNIVERSAL

Cohens and Kellys in Africa, Sidney-Murray — Fairly entertaining. Some places pretty draggy. Drew fairly good.—Harold Smith, Dreamland, Carson, Iowa.

WARNER BROS.

Three Faces East, Constance Bennett—A story of two spys during the late war. It holds everyone's interest throughout. Play it and you won't be sorry.—Roy Thomas, Community, Clear Lake, Wis.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

City _____ Theatre _____

State _____ Exhibitor _____

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Find The Best Points and Sell Them

To the men of the Fox Midland division of Kansas City, F. C. Souttar, its advertising director, frankly imparted:

"Get hold on the pictures that you are playing; no matter how bad a picture it may be from the standpoint of plot, cast or production, it has its redeeming features, and it is up to you to take these strong points and sell them.

"If every picture was a 'natural,' circuits and theatres would not need managers. Copy for the ads could be sent out of the home office and a 'punk' whd who could office and a 'punk' kid who could make out a weekly statement could run the theatres. Not all pictures are 'naturals,' so we get the smartest men available and use them to run the theatres.

"How do you open a press sheet? Do you open it with a grim look in your eyes and 'I'll bet this one is a louse' thought in your mind?

"If you do, you're all wrong, from the start. You can't sell pictures you aren't sold on. (Editor's Note: Give every picture its rightful chance. There must be some real good in it or the producer would have shelved it.) This pessimistic feeling is due to creep into your copy, into your lobby and the result is that you aren't at all disappointed when the picture flops.

"Here is an example from our own division. A manager had a picture in his second house that he was 'hot' for. He wrote into the office wanting it changed into the first house. He was positive that it would clean up. But the office experience with the picture had been just the opposite; when played in the A house it wouldn't get beans, and it wasn't doing so good in the second either. But this manager was not satisfied with being turned down once. He wrote again, pleaded and begged and cursed a little, but all of us rested the case on previous experience with the picture.

"The result was that the picture played the second house, knocked them cold with a gross about half again what the A house grossed on the same days with an attraction that had been doing big business. Now, how are you going to account for it? Simply that he was enthused over the picture. He had that feeling in his bones that here was a real money picture. That feeling crept into his newspaper copy, into his lobby, into the employees. It couldn't be kept out and WHAM!—the picture was a cleanup for him.

"Recently, after an evening screening four of us, including a district manager of a film company, discussed picture selling. For years this district manager had been the crack salesman of a company whose general run of product wasn't to be compared with the leading companies of the day. Yet, he had gone out and sold the pictures for more money than the leading film companies were getting. Not just once or twice, but time after time. And not only was he able to sell the pictures to the exhibitor once, but he could come back in again and sell the same exhibitor a second time.

"He told a story on himself. Never caring a rap for baseball, he had never attended a baseball game. Once he found that he had a baseball picture on his hands to sell. It was late in the year. The picture had come out just in time to be sold to the exhibitors before the world series opened.

"The first town he went into was a small city boasting one of those kinds of baseball teams It was a cold, wintry day, one of those dark and gloomy ones that hits up in October every once in a while, and the last day of baseball in the town, with the local team in last place; and playing the team just above them in the percentage figures.

"In the morning the picture was screened for the local exhibitor he was calling on. After the screening all the film salesman could think of, or talk about was baseball. He tried to talk the local exhibitor into going to the ball game with him that afternoon, and when he couldn't he went and saw his first ball game that day.

"To make a long story short, he sold himself, and to sell himself he had to sell a game that he didn't give a tinker's care about. The result was that he sold the picture throughout the territory like candy.

"That is an example of exceptional salesmanship. You've got to learn to sell yourself the pictures that you are playing before you can sell the picture to the public.

"There's no use kidding ourselves; there aren't enough big pictures to have one every day. Yet, every picture that we play has its strong points, its possible angles for selling and it is up to us to study that picture and that press book always with that idea in mind, and not to place ourselves in the position of a critic who must be sold the attractions."

(Editor's Note: We have to dig out the saleable angles. Sell ourselves. Then sell the public on the idea of filling the seats available during its showing.)

AD - it - orial

Cut! Cut! Cut This! Cut That!

By William Jacobs

WOULD you turn off the lights in your canopy to save money during the so-called depression?

Ridiculous? Then why even think of cutting your advertising budget at a time when it is necessary to do more energetic and concentrated selling to keep seats filled.

Depression brings home to the reckless and sloven the necessity of judicious spending.

We say, "Cut with consideration everywhere, but not the advertising budget." "Think, scheme and exert every ounce of energy to make the advertising dollar do double, triple and quadruple duty during harder times to fill extra seats."

What good are fine cars, if you can't sell them? What good are great pictures if they don't fill seats.

You're in a fast business.

You have to fill seats quickly. They're salable only a few hours each day, in most cases.

Utilize sagaciously mediums that pull and sell quickly.

You can't depend on natural theatre-going habit to fill seats. You can't wait until it's talked around that you have a good show. You can't sit and hope for ideal theatre weather to pack your house.

You have to sell, exploit and advertise in up and at 'em fashion. And that takes brains, ambition and energy backed up by a prosperous budget.

The wise spending of the last dollar has turned innumerable cases of depressions into prosperity.

As vital as to the body of man, advertising and selling is the heart of the theatre.

When the heart is affected, death moves in to soon take possession.

Cut! And cut! But not the heart!

Battling Summer Slump

The following is reprinted from a bulletin sent out by National Screen Service:

Perhaps you may be interested to know how I made a house pay, that has always lost money during the summer months. I realized I had a battle ahead of me, so I laid out a plan of attack—

Knowing that my opposition houses put on the cheapest pictures they could get and cut their advertising down to the bone during the summer, I made it a point to get at least one good picture a week, and I got behind that picture, doubled my advertising, created a special lobby display and used a special De Luxe type of trailer—

Bought palm beach suits (they cost very little) for each of my employees—had the lobby walls cleaned and the whole front of the house cleaned and touched up—(this really doesn't cost much and removes the smoke and dirt of the winter months)—filled my lobby with potted plants and flowers—made a deal with florist—gave him a screen credit—put as many green lights as possible through the lobby and house and went through the house to brighten it up in every way possible. On each side of the stage, two of the largest cakes of ice the ice company could make which they replaced every afternoon and gave credit for what was left of the one from the previous day—back of each cake was a green electric light—and a fan mounted to blow the air above each cake of ice towards the audience. Not that it helped to cool the theatre to any great extent, but it created a delightfully cool impression.

Two high school girls with pleasant voices phoned continually from 3 to 5 and from 6 to 8, telling people about the splendid program and how cool and nice it was at the theatre.

While the other theatres were laying down on the job, my efforts and advertising was that much obvious and what would have been a losing summer season turned into a profitable one.

Good Stunt on "Finger Points"

ALBERT P. KAUFMAN, manager of the Capitol Theatre, in Rochester, N. Y., introduced an exploitation stunt in connection with the showing of Richard Barthelmess in "The Finger Points" that smacks of real cleverness. In it he was aided by the Times-Union.

Kaufman had placed on posts in the downtown sections of Rochester cut-outs of a hand with pointed finger. At noon a press photographer took shots of the crowds passing the hand. The person at which the finger pointed when the camera snapped was the winner of a cash prize. Those in the immediate vicinity were eligible for seats at the theatre. The first day the Times-Union reproduced the photographs over four hundred people emphatically claimed the finger pointed at them. It was necessary to enlarge the pictures so as to prove the ones worthy of the prizes.

The stunt was worked for three days and the doubt created as to whom the finger pointed at made it highly successful, the newspaper agreeing it was a circulation builder and the theatre finding it a great aid in calling attention to the picture.

Clever Exploitation Aids "Father's Son"

AN effective piece of exploitation was worked by the advertising staff at Shea's Century Theatre, Buffalo, in connection with the recent showing of "Father's Son." It consisted in part of the reproduction from the press sheet on the picture of the endorsement given the Tarkington story by James E. West, chief scout executive of the Boy Scouts of America. This was widely distributed among the schools and through the mails. Primarily intended for adults was a neatly gotten up proclamation entitled, "If I Were Mayor of Buffalo." It was signed "One Who Has Seen 'Father's Son'" and in advising every one to see the picture having Leon Janney, Lewis Stone and Irene Rich in its chief roles give a number of reasons for so doing.

Forty thousand of these found their way into homes and the Century's staff has every reason for believing they were helpful inasmuch as the picture had a banner week. What makes these stunts so worthy of notice is their simplicity and inexpensiveness. Other exhibitors can follow suit in this to their profit. "Father's Son" continues to earn the most superlative praise wherever it is shown. Hundreds of letters have been sent by fans to Warner Bros. thanking them for the picture, which every one will admit is the height of commendation.

"U" Signs Carrillo

Universal City — Leo Carrillo was signed last week by Carl Laemmle, Jr., to play the lead in "Lasca of the Rio Grande." This adaptation of Frank Duprez' poem will go into production some time the early part of June. It is also provided in the new contract with Carrillo that he will be featured in at least one other picture on next year's Universal list.

WANTED

Successful Exploitation Campaigns that Cost

$5 or Less

to PUT OVER!

WE HAVE MANY BUT WE WANT MORE!

SEND THEM IN TODAY!

Associated Publications
4704 East 9th Street
KANSAS CITY, MO.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
Star_____
Producer_____
Comments_____
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Title_____
Star_____
Producer_____
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Producer_____
Comments_____
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Exhibitor's Name _____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun Memphis, Tenn. tf

SOUND EQUIPMENT DIRECT FROM FACTORY—Sound-on-film heads for Simplex, Powers, Kaplan, Superior projectors, complete with 4 ampere exciter lamp, ammeter, rheostat, Graf Optical System, Visitron Photo Cell, drive assembly, price $176.50. Head amplifiers $25.00. Write for list of theatres that have made their own installation of this equipment, also photo of sound heads. Address The Royaltone Mfg. Co., Wichita, Kas. 5-26

TWO POWERS projectors, Syncrodisc talking equipment, non-synchronous outfit, 200 veneer seats, all good condition. $500 takes all. Princess Theatre, Eaton, Ind. 5-19

700 SEATS—Veneer with cast iron standards; good condition; very low price to move them. Jack O'Connell, Vita-Temple Theatre, Toledo, Ohio. x5-19

IN STORAGE at Davenport, Wash.—One Powers 6-A projector complete, one Wagner converter, one transformer, one rheostat, price $125.00. A. C. Millard, 404 Lovell Ave., Mill Valley, Cal. 5-19

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00. Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St., Toledo, Ohio. 6-9

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT FOR SALE—Con'td

GOOD-ALL sound on film equipment, guaranteed. Also two constant speed motors with grooved pulleys, three Jensen speakers, four trumpets with units, one large power unit, several small motors. Bargain prices. W. H. Hardman, Frankfort, Kas. 5-19

THEATRES FOR SALE

WE ARE EXPERTS on Theatre Sales and Purchases. Send particulars. Address Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 6-2

TALKIE THEATRE — Price reasonable; no competition; ideal location; near Wheeling, W. Va. Campbell, Wagner Realty Co., Wheeling, W. Va. 5-19

POSITIONS WANTED

THEATRICAL sign artist open for position. Ed Winter, Savannah, Ga. 5-19

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED Western Electric; RCA projectionist, open for position; go anywhere; references. H. B. Pixler, 2619 Temple St., Los Angeles, Cal. 5-26

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

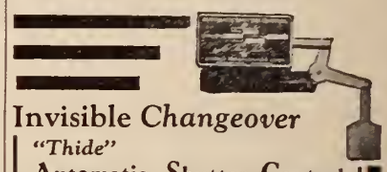
Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

HELP WANTED

SALESMAN — Real go-getting worker; protected territory on seven complete tested lines theatre attendance builders, including china, glass, silver. Something for each theatre all from same firm. Direct factory connection guarantees price, quality and service. Write or wire Colonial China Company, 549 West Randolph St., Chicago, Ill. 5-19

Patronize The Associated Group It Will Bring You Better Results



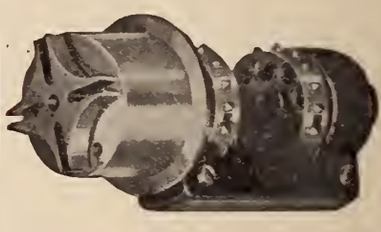


Invisible *Changeover*
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn, New York

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Indiscreet

United Artists—94 Minutes

Cast: Gloria Swanson, Ben Lyon, Arthur Lake, Monroe Owsley, Barbara Kent, Maude Eburne, Henry Kolker, Nella Walker. Directed by Leo McCarey.

The original title of this picture was "Obey That Impulse" and somehow we feel it would have been a better name. However, Gloria Swanson has turned out a snappy little story that registers well and can be classed as good entertainment. The star is not as serious as she was in "The Trespasser," not as dumb as she was in "What a Widow," but hits an intermediate vein which suits her personality. DeSylva, Brown and Henderson are responsible for the story, but it is not a musical even though this trio is generally identified with that class of entertainment.

The story is light but interesting and moves along smoothly. Ben Lyon is good, as are Arthur Lake and Monroe Owsley. Barbara Kent is pleasing as Gloria's sister while much of the comedy is contributed by Maude Eburne, who portrays the heroine's aunt. All in all "Indiscreet" is a good picture, but in our opinion the title is too heavy for the story.

Gloria Swanson ends an affair with Monroe Owsley and immediately takes up Ben Lyon, a writer of a book called "Obey That Impulse," who advocates the theory that a person should do what he wants to do while the impulse is still with him. Arthur Lake is the suitor of Gloria's sister, Barbara Kent, who later falls for Owsley against Gloria's wishes. It becomes necessary for Gloria to confess to Ben Lyon of her affair with Owsley and Ben leaves disgusted, but comes back for the happy ending.—Steen.

SELLING SEATS: Play up your billing around "Obey That Impulse," suggesting that everyone should obey his impulse and see the picture. Ben Lyon and Gloria Swanson are good draws in themselves and should be given considerable billing. Give prominence to the supporting cast, which is good. Play up the comedy. The title suggests a sex picture. Sex is not the predominating factor of the picture so you can safely bill it as a comedy-drama if your fans are fed up on sex stuff.

Dude Ranch

Paramount—69 Minutes

Cast: Jack Oakie, June Collyer, Eugene Pallette, Mitzi Green, Stuart Erwin, Charles Sellon, Cecil Weston, George Webb, Guy Oliver, James Crane. Directed by Frank Tuttle.

This picture is real entertainment from start to finish. There is nothing to be taken serious and will keep the audience constantly laughing. Stuart Erwin with his usual Will Rogers mannerisms is the owner of a dude ranch but the guests are dissatisfied because there is no excitement. Just like an answer to a maiden's prayer, Pallette, Green and Weston appear on the scene and from then on things start happening.

Toward the end of the picture some fast moving action takes place with the hero and his friends in a bus after some bank robbers There is a fight between the hero and the villain in a bus stopped on the railroad tracks while a speeding train is approaching—then comes the crash, but the hero is out of the way in the nick of time. What excitement! The audience will hold its breath.

The picture has a good cast. Mitzi Green as usual is very cute while Stuart Erwin, Eugene Pallette and Charles Sellon are responsible for many laughs although Oakie's name is featured. The picture is strongly recommended as a Sunday feature and is suitable for children.—Jesse.

SELLING SEATS: The picture has five popular stars. Play them up for all they're worth. Dress your lobby with a western atmosphere. Use cut-outs of Oakie as a cowboy. Advertise him as being different in this picture.

Public Enemy

Warner Bros.—83 Minutes

Cast: James Cagney, Edward Woods, Donald Cook, Beryl Mercer, Jean Harlow, Louise Brooks, Joan Blondell, Ben Hendricks, Jr., Leslie Fenton, and others. Wm. A. Wellman, director.

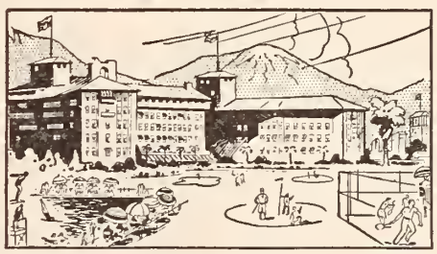
This picture requires lively short subjects to brighten up the program a bit, for there is no comedy relief, and it will cast a depressing mood over the audience unless entertaining shorts are run in conjunction with the picture. The story is absolutely serious from start to finish and was meant to be taken seriously by the audience. Unlike other gangster pictures, it shows nothing deliberate or smart on the part of the gangsters to provoke the audience to laughter. Neither does it bring politics or bribes into the picture at all. This is not for children for, although it is a good moral picture, they will not understand it. The gangsters are not paraded as fantastic figures, neither do they represent certain persons or characters but show conditions as they actually exist today; and portrays the basis for the life of crime which the gangsters lead.

The story opens with the early childhood of two boys, who, through bad associates, are taught the game early in life, starting as petty thieves. After the World War and after the Volstead Act goes into effect, the two men now grown, become beer racketeers, and consequently immensely rich. They are powerful figures in the racket business and force speakeasies to buy their beer or take the consequences. Then rival gangs appear and one by one they lose their lives at the hands of their competitive racketeers.

It is not a picture for small towns, but should be successful in large towns and cities. There is a lesson and daring truth in this picture, and we believe it was meant to awaken honest citizens to the gangster tyranny prevalent in large cities today.—E. S.

SELLING SEATS: Tie-up with organizations for the prevention of crime, have tags printed and placed on parked cars reading "You are the Public Enemy if you park here too long. See the 'Public Enemy' at _____ Theatre (date)." Promote an essay contest requiring contestants to write in 100 words or less what they would do to rid the country of today's greatest menace—the gangster. For the best answers award guest tickets to see the picture.

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No hotel in the world offers such varied attractions as the AMBASSADOR, "The Great Hotel that Seems Like Home"—the center of Los Angeles and Hollywood social life.

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The Ambassador, Atlantic City — The Ambassador, Los Angeles

THE LAST WORD

THE FILM GROUP
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AL STEEN, *Managing Editor*

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Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

TELEVISION---WHAT OF IT!

AGAIN there is talk of television to add to the worries of this restless industry. A few weeks ago John E. Otterson, president of Electrical Research Products, a subsidiary of Western Electric, made the statement that television, as far as its general commercial use was concerned, is at least five years off. This past week David Sarnoff, president of Radio Corporation of America, an affiliate of General Electric, declared that television would be in widespread use in a year. Two quite opposite views from two men who are in position to know whereof they speak.

There is no denying that television is on the way. Already there are several stations broadcasting television programs and some reports also state that 40,000 television receiving sets are now in home use. Undoubtedly as television broadcasting improves it will add to its followers and in time—no one can really say how soon—it may even boast as many fans as radio. But as far as its making great inroads on theatre attendance is concerned, we fail to see it as a menace to get shaky in the knees about—at least for several years, if ever at all.

Radio was a great bugaboo for showmen a few years ago. Good roads that lead from the small towns to the bigger towns also created a scare. Folks have to stay at home to listen to the radio and the roads that lead to the big cities run both ways. So the tax on theatre attendance by those alleged menaces was only of short duration. Television, too, is something that people have to stay home to get. But the great American public just isn't the stay-at-home kind; it's a "let's go places" people and, no matter how perfect television may become, good attractions away from the home will always have the greatest pull.

Quality productions of the first rank will be the industry's saviour in the face of any competition. But let that quality diminish to a low level and even tiddle-de-winks can become a menacing competition.

The astute showman knows that he must be prepared at all times for every kind of competition. He fortifies himself with good attractions, both features and shorts, makes his theatre attractive and comfortable, all of which serves as the greatest magnet to reach into the homes and bring the ticket buyers to his box office.

Ben Shlyen

To know what is going on in the industry, *locally* as well as nationally; to keep thoroughly posted on pictures being released; to learn their success or failure to big theatres and small theatres; in short to be informed about the thing that will help you to get the most out of your business—that is the purpose and function of this trade paper.



You will be repaid many times the subscription price, if you read this magazine regularly . . . It's your HOME trade paper.

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WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

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MAY 26, 1931
VOLUME VII NUMBER 11

MOTION PICTURE TIMES



HAROLD B. FRANKLIN IN DALLAS TO SCAN VAST HOLDINGS AND TO STAGE BUSINESS SESSION WITH MANAGERS

THEATRE OWNERS PROTECTIVE ASSN. DECLINES MERGER WITH ALLIED OR NATIONAL AFFILIATION AT THIS TIME

COPYRIGHT PROTECTION BUREAU OPERATING OUT OF DALLAS; DISCREPANCIES ARE FOUND IN RESULTS OF PLAYING ARRANGEMENTS.

ASSOCIATED PUBLICATIONS
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TWO COLUMBIAS ON ONE BROADWAY BLOCK!

. . . and the usual jam that drives traffic cops to desperation . . . but gladdens the heart of box-office men.

GET CROWDS IN FRONT OF YOUR THEATRE



"COLUMBIA—of Course!"

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Bureau Active In State

Governor Signs Stench Bomb Law

Heavy Penalties to be Imposed on All Those Found Guilty of Setting Off Odor Bombs.

A law imposing heavy penalties on parties found guilty of setting off stench bombs in theatres, introduced at the hands of the Theatre Owners Protective Association, which successfully passed both houses, has been signed by the governor adds another prohibitive measure to the statutes of Texas.

It is believed this law will furnish much relief to theatre men over the state and particularly in Dallas where several neighborhood theatres have been bombed recently.

The full text of the measure is as follows:

A BILL
To Be Entitled

An Act to prohibit the use, manufacture, sale and other disposition of stink bombs and stinking, offensive smelling or injurious bombs or substances as herein defined for the purpose of injuring, molesting, or coercing another, or for the injuring of property of another as provided herein; providing exceptions; prescribing offenses and penalties; and declaring an emergency.

Be it enacted by the Legislature of the State of Texas:

Section 1. It shall be unlawful to break, open, or explode, or to abet in the breaking, opening, or exploding of any stink bomb or any stinking, offensive smelling, or injurious bomb or substance with a malicious intent wrongfully to injure, molest or coerce another, or to injure the property or business of another, or to molest another in the use, management, conduct or control of his business or property.

(Continued on page 8)

Hughes-Franklin

To Build Four New Theatres in Texas; to Meet Managers in Dallas.

Theatre expansion of considerable magnitude will be undertaken soon in the Southwest division by the Hughes-Franklin circuit, it was indicated Monday and Tuesday in Dallas when Harold B. Franklin presided at business sessions with his theatre managers of Texas and Oklahoma in the Adolphus Hotel.

Four new theatres will be constructed in Texas within the next few months, the location for one being given in Dallas on the Preston Road adjacent to the Dallas Country Club. This site is in the midst of a newly created shopping district of Highland Park and negotiations are now under way with the Flippen-Prather Realty Company, owners of this property.

H. B. Robb and E. H. Rowley, southwestern division managers for Hughes-Franklin, will start a survey of the state to pick locations for new developments, it was said.

At the business sessions, Mr. Franklin laid down and stressed the policy that his managers would run the theatres and that the home office would not attempt to ritualize operations from a distance. Many who were introduced to him were impressed with his unassuming manner and pleasantness.

Mr. Franklin and Jeff Lazarus, H-F advertising manager, left Dallas Tuesday noon for Los Angeles. Tuesday night the managers were entertained with a dinner at El-Tivoli, one of Dallas' leading night clubs.

The theatre managers in Dallas to meet with Mr. Franklin were:

(Continued on page 12)

WARNER MANAGER

Hutchinson Heads Theatres in Oklahoma City

Oklahoma City—Effective Saturday, May 23, Robert E. Hutchinson, former manager of the Liberty Theatre, and one of the most popular and efficient theatre managers in the Southwest, was appointed general manager for Warner Brothers Theatres in Oklahoma City, succeeding Leta J. Hill, resigned.

The Oklahoma branch has been detached from the St. Louis zone, and will report direct to Warner Bros. executive offices in New York City in the future.

BUYS UNIVERSAL

Sound-on-Film at Palace in Paducah

B. G. Herber, of the Photo-Talker Company, distributors of Universal sound-on-film, has completed an installation of that equipment in the Palace at Paducah, Texas, operated by Simpson & Nelson. The Photo-Talker disc equipment in the Palace was transferred over to the Zana, operated as a second house by these men.

Expanding

East Texas Theatres, Inc., will enter two more oil towns in that part of the state and will open shows soon in Gladewater and Overton, according to informtaion received in Dallas Tuesday. Both places were sleeping villages before the oil strike, but now are headquarters of thousands of people.

Copyright Group Finds Discrepancies in Playing Arrangements of Texas Exhibitors.

Thoroughly unannounced, two young fellows representing the Copyright Protection Bureau, present sore-spot in film exhibition, dropped into Dallas last week for a check-up of exchange booking charts and for an investigation of theatre operations over the state as regards playing time and splits on percentages.

A letter from W. L. Sneed, Pioneer Theatre at Beebe, Ark., recently published in MOTION PICTURE TIMES, strongly rebuked the bureau for its activities in that state — relating how exhibitors were assessed heavy penalties for holding a film an extra day in order to come out on the run. Mr. Sneed pointed out that it had been a practice of the exchanges to allow an exhibitor to hold a film for another showing. The function of the Copyright Bureau oversteps past policies, he pointed out, with the exchanges claiming they have nothing to do whatever with the bureau's activities.

Discrepancies Found

In checking the records of certain Dallas exchanges, the Copyright Bureau representatives, said to be Burns detectives, discrepancies were found particularly in length of playing time, wherein some exhibitors had been playing pictures three days on contracts that called for two days' showing. In these cases, it is said, the exhibitor had oral or side arrangements with the exchange for the extra day, all of which is not recognized by the bureau, and the exhibitors in question are liable to heavy fines at the prosecution of the bureau, it is declared.

Exhibitors Denounce Bureau

The operation methods of the Copyright Bureau in the Southwest takes away all the confidence an exhibitor ever had in a film ex-

(Continued on page 12)

No Merger of Protective Association and Allied

T.O.P.A. Directors Decide Against Consolidation, Either Locally or on National Basis

Although it had been anticipated in some quarters, there will be no merger of the Theatre Owners Protective Association and the Allied Theatres Owners of Texas for at least some time to come, it was decided after a directors' meeting of the Protective Association in Dallas recently. Financial obligations of Allied both locally and nationally was attributed as the chief cause for the failure to get together.

At the time of its organization the Protective Association announced that its main purpose would be the protection of the independent theatres in Texas and that the organization overhead would be limited to that and no plans would be made to affiliate with a national organization.

A statement from Judge Roy L. Walker, of Lampasas, on the merger proposition, is as follows:

"Our recent meeting in Dallas was for the purpose of considering a proposition of a merger with Allied. Some weeks ago I was approached by a director of Allied with a view to bringing the two associations together. The director stated that at a meeting of the Allied board the day before the president had resigned and the resignation of the manager was tendered but not accepted, but would be could a merger be agreed upon. Realizing that it was for the best interest of the industry that we have no division, I was glad to take the matter up with our board and as soon as I could do so called the meeting. At our meeting I appointed a committee of three to meet with the Allied directors and go over the situation."

Knife Slows Up Speed of Leroy Bickel, M-G-M

Even with various minor physical ailments, Leroy Bickel constantly explodes the sales register of M-G-M and at the same time acts as Dallas branch manager. His activity in the field has been super-vigorous. He comes in for a day or half a day to check up affairs of the Dallas office, leaves a flock of instructions, and is gone again to tell the exhibitors the bright spots of the M-G-M line-up and stars, and to be sure to get their signs on the dotted line of one of Leo's contracts.

But the story of the iron horse finally proved to be an exception in Bickel's case. During the past few months he has made frequent trips to the M. D.'s sales rooms for treatments. He has been seen perched on a floating rubber pillow inflated with air, and he has been complaining of disorders in the abdominal region, yet he has still carried on with intensive selling work, and friends believe he will finally turn up his toes selling somebody something.

But the physical troubles are all over now, and likely there will be even more selling. Bickel walked through the M-G-M poster department Wednesday holding his belly and registering a stiff kick at what was going on within in. He walked up to his office and relaxed to quiet the condition. By night he was in St. Paul's hospital with a split in his right side, the appendix removed, and his present condition said to be quite fine. Hospital bulletins indicate that he will be about again and out selling by the time this issue is printed.

Seeking Theatre

Mr. and Mrs. B. H. Hunter, of Uvalde, were on the Dallas market Tuesday, making calls to several of the exchanges. Since selling the Strand they are looking for a new location to again enter the business, it is said.

"U" MEETING

Southwest Managers in Conference Here

The spirit of Notre Dame was injected into a Universal sales meeting held in Dallas last week, according to L. C. Baxley, manager of the San Antonio branch. Universal will have its greatest year, according to Baxley, following results of the meeting when stars and productions for the new year were discussed.

R. C. McIlheran, manager of the Dallas ofice, Baxley, R. I. Payne, manager at Oklahoma City, Jack Petit, of the San Antonio, and all other salesmen of the Southwest, attended the sessions.

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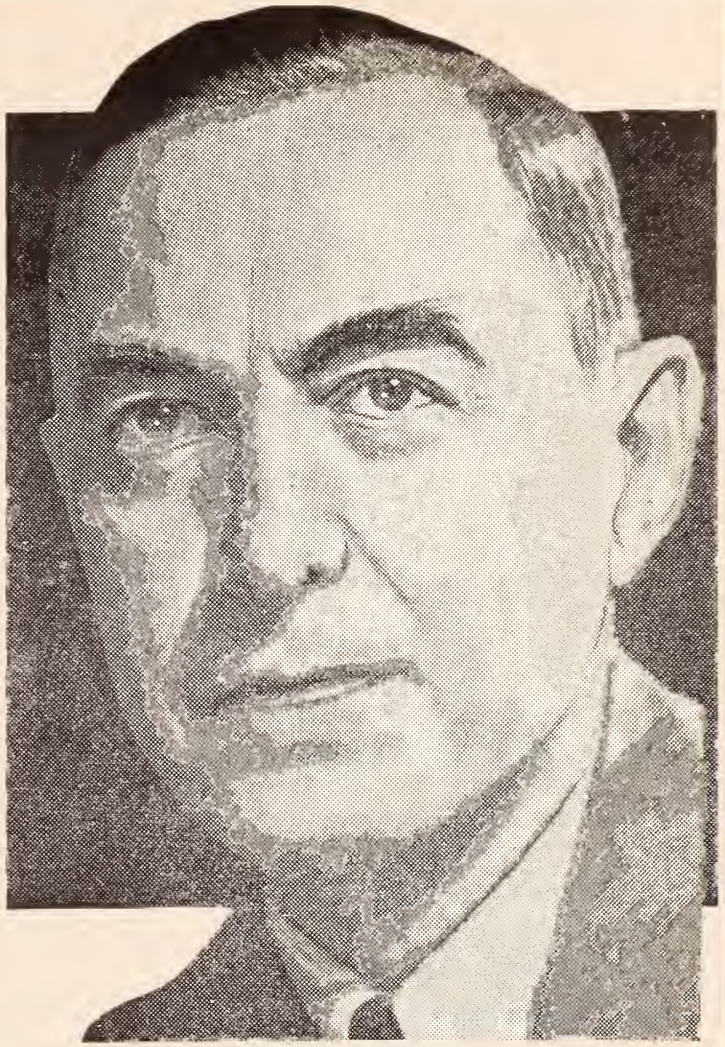
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EDWINA BOOTH

In M-G-M's "TRADER HORN." They're taking in more money right now than any picture has grossed in years, according to exhibitors' own statements.



HARRY CAREY

HARRY CAREY and EDWINA BOOTH

Now Starring in

"THE VANISHING LEGION"

In Production by NAT LEVINE, Serial Specialist.

Cast Includes: "REX," KING OF WILD HORSES, FRANKIE DARROW, WM. DESMOND, PHILO McCULLOUGH, JOE BONOMO, YAKIMA CANUTT and TOM DUGAN.

Directed by B. REAVES EASON, who directed the Chariot Races in "Ben Hur."

ALLIED and HOME STATE WILL MAKE ALL THE SERIAL HISTORY THIS YEAR!

Three other outstanding all-talking serials to follow soon: Red Grange in "The Galloping Ghost," "Rin-Tin-Tin in "The Lightning Warrior," Detective Mystery Serial, "The Shadow of the Eagle."

EIGHT ALL-COLOR *Pioneer* WESTERNS

Are also heavy-weights in our line-up this year.

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OKLAHOMA CITY, OKLA.
Telephone 3-5546

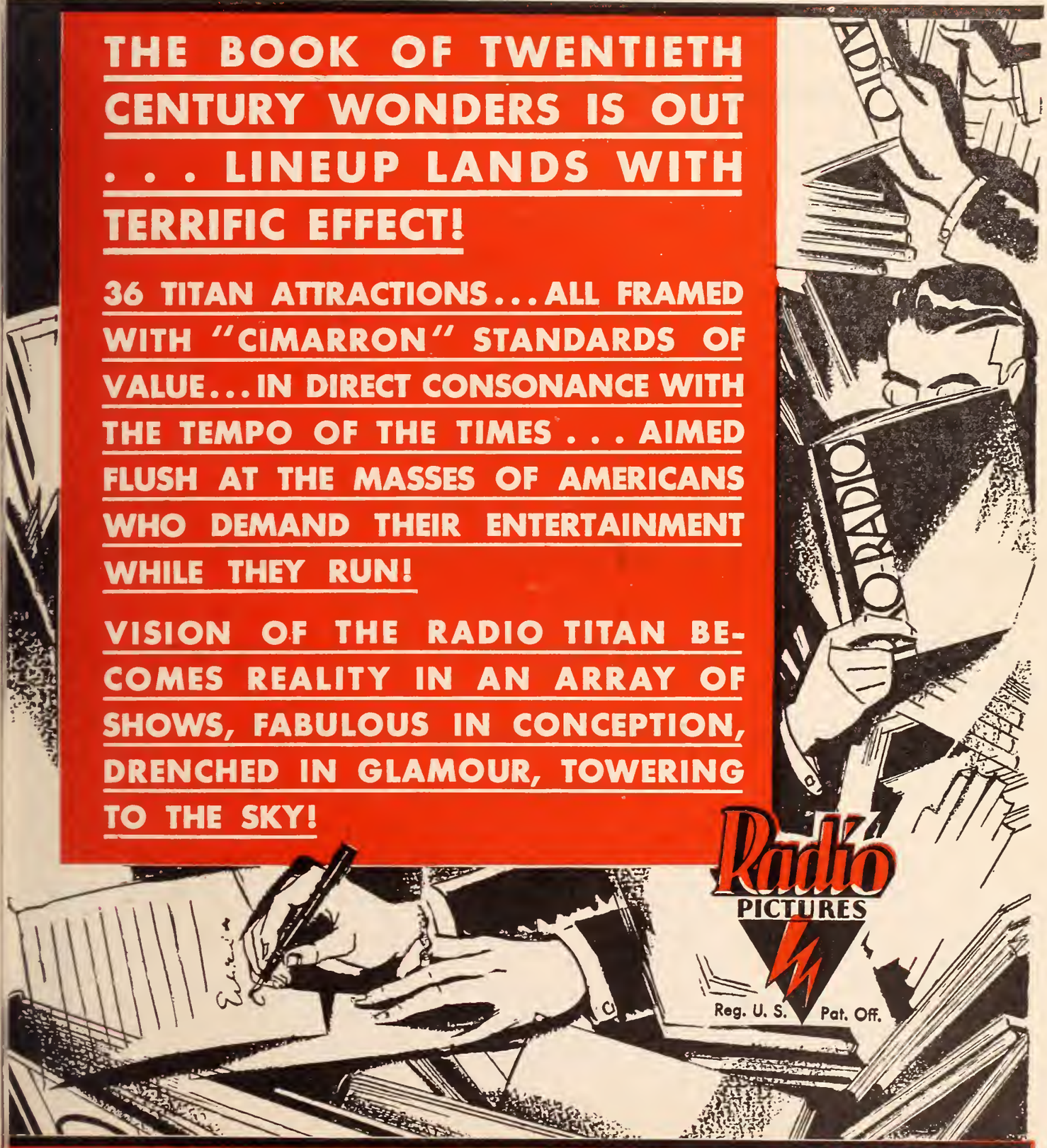
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VISION OF THE RADIO TITAN BECOMES REALITY IN AN ARRAY OF SHOWS, FABULOUS IN CONCEPTION, DRENCHED IN GLAMOUR, TOWERING TO THE SKY!

Radio PICTURES

Reg. U. S. Pat. Off.

OR ANY OTHER SEASON BACKED BY CAMPAIGNS EVER CONCEIVED . . .

Signs Bomb Law

(Continued from page 3)

Sec. 2. It shall be unlawful for any person to have in his possession or to sell or manufacture in this State any stink bomb or any stinking, offensive smelling or injurious substance, which are contained in any bomb or container, and which are so devised as to be designed to be broken or exploded for the purpose of emanating an unpleasant or injurious odor or gas for the purpose of injuring the property of another.

Sec. 3. The provisions hereof shall not apply to any duly constituted police or military authorities or peace officers in the discharge of their duties.

Sec. 4. The provisions of Section 2 hereof shall not apply to licensed physicians, nurses, pharmaceutists, and other persons licensed under the laws of this State.

Sec. 5. Any person who violates any of the provisions of this Act shall be fined in a sum not less than One Hundred ($100.00) Dollars nor more than One Thousand ($1,000.00) Dollars, or confined in the county jail not more than twelve months, or by both fine and imprisonment.

Sec. 6. The fact that many malicious persons have exploded stink bombs in churches, theatres and other such places for the purpose of injuring others and destroying the business and property of others, which should be unlawful, creates an emergency and an imperative public necessity that the Constitutional Rule requiring bills to be read on three several days in each House be suspended and said Rule is hereby suspended, and that this Act shall take effect and be in force from and after its passage, and it is so enacted.

HARLOW CAST

To Star in "Queer People" Picture

Hollywood — Jean Harlow has left for New York for a three weeks' vacation. On her return to Hollywood, Miss Harlow will play the feminine lead in "Queer People," the sensational story of Hollywood which Howard Hughes will picturize.

TOM BINFORD DIES

Film men paid their last respects Tuesday morning at funeral services for T. A. Binford, who died suddenly Sunday night in a Dallas hospital. Services were conducted in Weilands chapel, with burial following in Restland Memorial Park.

Pallbearers were W. S. Miller, D. W. Scott, W. W. Rucker, Howard Kinser, C. E. Hilgers of the Fox office, and Jack Gruben of RKO.

The chapel was crowded with film men and floral offerings from friends in the business were many.

Tom Binford had been in the selling end of films from the early days. He worked for several of the major companies over a period of years and was highly regarded as that type of steady and earnest film men, going through the field building good-will and adding friends to his following.

The trade offers sympathy to the bereaved relatives.

BLIZZARD MEN

Myers and Mims Named Representatives

J. O. Ford, factory representative of the Blizzard Sales Company, announces that Frank Mims has been named south Texas representative for the firm and that Paul Myers will be representative for Oklahoma, establishing headquarters at Oklahoma City. Before leaving for Oklahoma Myers reported that he had sold a Blizzard Air Washer equipment to Charles Hefley, nephew of Dan Hefley, who has just taken over the Bison Theatre in Dallas from I. S. Melcher.

New Chain

J. W. Myers, of New York, who has been in the theatre business 35 years and who said he owned a grind house in Dallas many years ago, is establishing a chain of theatres in Texas and Louisiana, he said Tuesday. He has opened houses in Baton Rouge, Alexandria, and is on a deal for a house in Terrell. He plans to take on about fifteen houses and to tie-up with Loew vaudeville.

UNIVERSAL SOUND ON-FILM

Bought After Comparison!

—and L. B. Brown, of the Regal, writes us from Gatesville: — — — "Just want you to know that my UNIVERSAL equipment is performing to my satisfaction."

—Mr. Brown hasn't had a service call in over six months.
—Everybody knows he operates a first class theatre at a profit.

Messrs. SIMPSON & NELSON Have Installed

UNIVERSAL

in the PALACE THEATRE
PADUCAH, TEXAS

and are thoroughly satisfied

SIMPSON & NELSON USED HIGH-PRICED EQUIPMENT in another of their towns. They now know that UNIVERSAL gives the same or better results for a fraction of the cost.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. **DALLAS, TEXAS**

Trade Practices are Studied

PLAN DUAL BILL CAMPAIGN

To Discourage Theatre Men From Adopting Policy; to Concentrate on Independents.

New York—Major distributing organizations plan a campaign to stress to exhibitors the fallacy of double bill policies. So far only one concern has announced that it will not permit double feature contracts on the new program, but in most cases compulsion will not be exercised. Efforts are to be made through the sales forces to convince theatre owners and managers that the theory is wrong and to discourage them from the policy.

Distributors point out that during the new season there will not be sufficient product to permit double feature policies on a large scale. The educational campaign will be concentrated on the independent houses as the distributors believe those theatres have adopted the plan more extensively than the affiliated theatres.

Sponsored Shorts Exit

As Paramount Decides to Drop Them; Warners to Make Them on Orders Only.

New York — Sponsored short subjects may make an exit as quickly as they entered the motion picture field, according to reports here. It was reported last week that Paramount has decided to drop the production and distribution of advertising reels.

Warner Bros. will make screen ad subjects only for those companies that wish them, but Warners will not solicit the business, according to Sam Morris. Warner houses will play only sponsored reels produced by the Warner organization, Morris said.

The move of Paramount and Warner Bros. in regard to advertising reels is interpreted by The Film Daily, which published the first story on the subject, to mean that the two major producers of sponsored shorts are slowly easing out of the advertising field. Unfavorable reaction on the part of the public and newspapers is given as a reason for the sudden attitude toward this type of short subjects. Leading film executives also attacked the policy.

"TORCHY" AGAIN

C. C. Burr to Make New Series

Hollywood — Torchy is coming back to the screen. C. C. Burr, who made the original series of Torchy Comedies, based on the popular Sewell Ford stories, for Educational, is announced as producer of a new Torchy series to be released by Educational as part of its program of fifty-two two-reel comedies.

Ray Cooke, juvenile comedian who came to Hollywood some two years ago, and who has scored in a number of features and several short comedies, has been signed for the lead in the new Torchy series, which will consist of six two-reel comedies.

In the early Torchy Comedies, Johnny Hines, and Dorothy Mackaill played the leads, each subsequently rising to starring heights in feature pictures.

RENO COMEDY

Wheeler and Woolsey to Star in Feature

Hollywood—Reno, Nevada, citadel of the world's most efficient divorce mill, is the basis of the next Bert Wheeler and Robert Woolsey co-starring picture, William LeBaron, vice-president in charge of Radio Pictures, announces. The story, an original by Timothy Whalen, tentatively called "Six Weeks in Reno," will be a burlesque of marital freedom seekers and the world-famous matrimonial white spot. No director has been chosen, but Louis Sarecky will supervise. Production will follow "Full of Notions," current Wheeler-Woolsey opus.

74 Westerns

New York—At least 74 features with western backgrounds will appear on the 1931-32 program, according to a survey by The Film Daily. More may be added to current schedules. More than one-half of the westerns will be made by independent producers, the checkup reveals.

Readjustment Needed Harold Franklin Says

New York—The motion picture industry needs a readjustment in its economic structure, Harold B. Franklin said last week in a newspaper interview, just before leaving for Dallas where he conducted a Hughes-Franklin convention.

Restoring the film business to a sensible basis to meet present conditions must start in production with negative costs coming down, he said. Although price cutting is a bad practice, Franklin pointed out that in some towns it is necessary where wages of the fans have been reduced. The success of motion pictures as mass entertainment has been partly due to the fact that it always has been within the pocketbook means of the average person, he said.

General television broadcasting is at least a year away, Franklin said, and added that it will be several years before it will have any effect on motion pictures. Radio cut into picture grosses when radio was new, and Franklin declared there was a possibility of television doing the same thing, but that the influence on attendance would not be permanent.

Make "Interlude"

New York—Confirmation comes from Metro-Goldwyn-Mayer of the report that "Strange Interlude" will appear on its production schedule for the coming year. The adaptation of Eugene O'Neill's nine-act play will be prepared in the near future.

By Government; to Determine if Agreements Made in 1927 Are Being Kept.

Washington—The Federal Trade Commission's investigation on film trade practices is being studied here by Federal authorities to determine the body's procedure in the situation. The investigation which is said to be under way is an effort to find out if the agreements made at the Trade Practice Conference in 1927 were being kept. How far the government has advanced in the investigation of the commission's report is not known but it is reported generally that an announcement will be made shortly.

The recent study on the part of the commission was concentrated in the New York territory, although the reports from other centers are being studied closely. Block booking and the tying-in of features and shorts were the principal matters for investigation and the commission endeavored to determine if block booking of a coercive nature was being resorted to.

Exhibitor leaders were asked by the commission if there was evidence "to show that the practice of block booking is indulged in by all the distributing companies as the result of an agreement between them" and "whether the compulsion to block book is the result of the distributors' take-all-or-none attitude alone or whether the coercion or compulsion is also due to the use of threats, external pressure or other methods which would be considered unfair."

Appointed Sec'y.

Hollywood—The designation of Lester Cowan as executive secretary of the Academy of Motion Picture Arts and Sciences was announced last week. This action was taken by the Academy board of directors at its last meeting.

Sign Writers

Hollywood—Johnny Grey and Monty Collins, comedy scribes, were signed last week by Louis Brock, producer of short subjects for Radio Pictures, to write the first Clark and McCullough "Headliner" story. The internationally known revue stars are en route to Hollywood to appear in three two-reel comedies for Radio. Mark Sandrich will direct.

U News June 1

New York—The first issue of the new Universal-Chicago Daily News talking reporter newsreel will be released June 1. Sam Jacobson will continue as editor-in-chief with Graham McNamee doing the talking.

Columbia Plans Three Regional Conventions

New York—Plans for the three regional sales conventions to be held by Columbia Pictures the end of May have been announced. The conventions which will mark the greatest sales gathering in the company's history will consume three days each and consist of six sessions. The first gathering will take place at the Park Central Hotel in New York on May 27, 28 and 29. From there the home office executives will move to the Congress Hotel in Chicago where the Middle Western and Southern representatives will gather for a session on May 31, June 1 and 2. The final convention will take place at the Roosevelt Hotel in Hollywood on June 6, 7 and 8.

One of the important features of the three sessions will be the formal announcement of Columbia's 1931-32 program which is the most pretentious ever to be offered by the company. During the next season Columbia will present an impressive line-up consisting of 26 major productions, 104 shorts and 2 series of westerns, one of which will consist of 8 Buck Jones outdoor dramas.

New Projector

New York—General Theatre Equipment Corporation has developed a new projector, geared to use film anywhere between 35 to 70 mms. wide. An easily handled gear shift makes the required change. It is believed by General Theatre Equipment that the new projector will meet the wide film question even if the producers fail to agree on a standard size.

BIG 4 PROGRAM

Exchange Men to Pass on Story Material

New York—Big 4 is hard at work on a carefully planned program for the season 1931-1932.

With westerns, melodramas and wholesome action films which meet the requirements of the whole family gaining by leaps and bounds, Big 4 proposes to go ahead with care in selecting pictures of this type exclusively. The decision has been made from a reflection of public taste in picture grosses.

For the series of twelve all-star Westerns the plots will be "alternating." This will lift from a highly specialized field the danger of too great similarity. An advisory committee composed of affiliated exchangemen is being formed to pass upon stories and stars to insure the fulfillment of exhibitor requirements. In this way quality and quantity are successfully combined. Titles and casts will be announced as soon as they are definitely set and information obtained from John R. Freuler, president of the company, assures a speedy selection of material.

Paul Muni has been selected by Howard Hughes for the leading role in "Scarface," the forthcoming underworld thriller by Armitage Trail.

COMPLETES GROUP

Fox Finishes All 1931-32 Productions

Hollywood—Fox Film Corporation has completed all the pictures on its 1930-31 schedule which extends into the latter part of July, has finished two on the 1931-1932 program, and now has five productions in work at the Beverly Hills studio.

The productions completed and ready for release during the next two months are "Women of All Nations," "Daddy Long Legs," "Goldie," "Hush Money," "The Black Camel" and "Always Goodbye."

Twenty-Six 2-Reelers From Mack Sennett

Hollywood — Mack Sennett's program of twenty-six two-reel comedies for Educational for next season will include a group of eight special Andy Clyde starring comedies, a series of six Mack Sennett Featurettes; and twelve standard Sennetts to be released under the brand name of Mack Sennett Comedies.

In his sympathetic character of "Pop Martin," Clyde achieved wide popularity in the Sennett comedies in which he has been appearing during the past two years.

The Mack Sennett Featurettes will consist of six two-reelers, and will emulate in story interest, name, power and production value, such outstanding comedy successes as Sennett's "Match Play," "He Trumped Her Ace," "A Hollywood Theme Song," etc. In every feature except length, these Featurettes are to be identical with class feature pictures, according to plans.

The series of twelve Mack Sennett Comedies is to be a highly diversified group of laughmakers, in talent and subject matter. In this series the comedy producer will feature such popular players as Harry Gribbon, Patsy O'Leary, etc. Marion Sayers whom Sennett "discovered" at Tia Juana, and in whom he sees stellar potentialities, has also been signed for this series. She will be prominently featured.

Mr. Sennett will also continue his policy of signing important comedians for individual pictures, a policy which has proven highly satisfactory in the two years that he has been producing talking comedies for Educational.

WITH PARAMOUNT

Wm. De Mille Returns to "Old Home"

Hollywood—William C. De Mille has just signed a new long-term directorial contract with Paramount. This will bring him back to the company with which he started nearly 18 years ago, and for which he produced such memorable productions as "Clarence," starring Wallace Reid, "Conrad in Quest of His Youth," starring Thomas Meighan, and "What Every Woman Knows," starring Lois Wilson.

"U" Title Change

Hollywood — Money seems to have lost its sting as a box-office title. Universal is changing the title of "Mother's Millions," the play by Howard McKent Barnes, to "The She-Wolf of Wall Street."

CARNERA FILM

Picture to be Ready at Right Time

New York—The Vitaphone Corporation, which last week completed editing and cutting of "The Bigger They Are," its two-reel comedy novelty starring Primo Carnera, Italian heavyweight contender for the world's championship, is rushing work on that short so that prints will be in all its exchanges in time for exhibitors to take advantage of the present interest in Carnera to show the film before his fight with Jack Sharkey at Ebbett's Field, Brooklyn, N. Y., on June 10. Prints are being made and will be sent by fast express and air mail to all exchanges.

In addition to the appeal to the curiosity of fight fans and the reading public, Primo's first talking picture is first rate entertainment. There is good comedy in the story built around the Man Mountain's gigantic size, and novelty in the manner in which it is presented. The heavyweight contender is introduced as a bum in a flop house with his companion, Little Billy, the midget, and then as a successful prize fighter in demand at social and charity functions. He is seen punching the bag, shadow-boxing, skipping the rope, dancing and in an exhibition of boxing with his sparing partner, Jimmy Darling. "The Bigger They Are" is timely to the minute and is released at the psychological moment for exhibitors to cash in on it.

Title Changes

Hollywood — Two changes of titles are announced by Metro-Goldwyn-Mayer. Joan Crawford's new starring film, formerly called "Girls Together," will be relased as "This Modern Age," while Ramon Novarro's new film which had been known as the "The Son of the Rajah," is re-titled "Son of India."

YOU CANNOT BEAT THIS COMBINATION
SUPERIOR QUALITY
AND GREAT SAVING
SUN-ARC Projector Carbons
UNSURPASSED FOR
BRILLIANCE — DEPTH — DEFINITION
SOLD BY
SOUTHERN FILM SERVICE
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SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Gets Motor Car Men to Give Away Auto

GEORGE LANGNESS, manager of the Paramount Theatre, St. Cloud, Minn., pulled off one of the niftiest exploitation tie-ups witnessed in the territory for some time when he induced 24 Chevrolet dealers in St. Cloud and vicinity to contribute a new automobile to be given away by his theatre.

Chances on the car were given away with every ault theatre ticket purchased during a four-week period. The 24 dealers distributed plenty of publicity in their stores and garages, advertising the house and its attractions. They also carried banners on their demonstrators, calling attention to the gift. The event was advertised by them in the newspapers as well.

On the day of the drawing, the dealers cooperated in a big Chevrolet parade through St. Cloud and adjoining towns. All cars carried banners announcing the lucky ticket holder would receive a car at the theatre that night. In order to receive the gift the holder had to be present in the theatre, lobby or street outside the showhouse.

The theatre was packed to capacity at 7 p. m. on the eventful night and the huge crowd overflowed the large lobby and into the street. The drawing took place on the stage. One of the town's ex-mayors acted as master of ceremonies and drew the number.

Langness also promoted a set of four tires and auto trunk as gifts and these were given away during the week preceding the drawing for the car.

This Theatre Has a Hostess

BOB GARY, manager of the Paramount Theatre in Omaha, is successfully working the hostess idea in connection with the theatre. The idea is adaptable to the smaller towns, especially if the hostess employed is well known.

At the Paramount the hostess solicits theatre parties, offering choice reserved seats on the main floor to groups of six persons or more. The girl watches announcements of coming bridge parties and luncheons and contracts the persons giving the parties, suggesting that a theatre party follow the affairs.

A year or so ago an exhibitor in a town of 3,000 population informed this publication that he had used the hostess idea with success. The girl solicited patrons from nearby towns as well as in her own town. New fans were obtained in this way and more people got the habit of coming to the theatre.

CLARA'S NEXT

"Manhandled" Script Is Being Prepared

Hollywood—Preparation of the script of "Manhandled," which will serve as the next vehicle for Clara Bow, has started at the Paramount Hollywood studios, it is announced by B. P. Schulberg, managing director of West Coast production.

SEZ HY DAAB: (And He's Right!)

Showmen the world over are at last fully awake to the tremendous power of that invincible weapon of merchandising—advertising.

This will be an advertising year.

Keen, shrewd, militant advertising, backing up productions worthy of the effort and the money spent upon them, will engross more than ever the attention of the big minds in the industry.

The dynamic young showmen of this industry will be given vital backing in this respect.

This will be a year of inspiration to the showmen of the industry eager and keen to serve, confident of their powers to establish new records for accomplishment, new highs for their box offices.

AD-it-orial

The Theatre Has To Fight!

By William Jacobs

THE time has come when the theatre has to fight for its share of the depression dollar.

Placing the entire responsibility of each theatre in the hands of men with the natural ability of selling is the vital action toward getting profits during the present unprofitable period; men who are really gifted in the knack of rousing, moving and bringing people to the theatre; men who sincerely, enthusiastically and thoughtfully carry forth ideas that register.

Not men who write glowing reports. Not men who play on home office officials' vanity. Not men who talk and don't act. Not men who use tieups with only the thought of giving them an opportunity for flashy photos to send the boss. Not men who put over "fast ones" on merchants or newspapers.

But men, real honest to goodness men who think and plan their campaigns ahead; who use the right idea at the right time; who know the value of an idea or an angle, who realize the importance of selling angles, who consider the possibiities of each picture or program offer in appealing to various types of audiences, who are ever alert to capitalize on events, personalities and holidays. And above all who wisely and shrewdly consider the value of each advertising dollar.

Placing this type of men at the wheel of the theatres journeying blindly through the wilderness of unprofitable receipts will soon bring them back again to the land of profits.

What the theatre needs now is to build thorough, thoughtful and powerful seat-filling organizations.

If the theatre's biggest problem today is to get its share of the depression dollar, then organized effort with an ample budget behind advertising and selling is the solution; not merely passing it off by saying, "Times are hard, let's cut it down. We'll do just as well if we spend less."

"PENROD" CAST

Players Selected for Tarkington Story

Hollywood—The cast of "Penrod and Sam," the Booth Tarkington favorite which First National is producing, is headed by Leon Janney, who appeared in "Father's Son," and Junior Coghlan, and the rest of the cast is as follows: Georgie, Billy Lord; Rodney, Nestor Aber; Mrs. Schofield, Dorothy, Peterson; Mr. Scofield, Matt Moore; Mrs. Bassett, Zasu Pitts; Mr. Bassett, Johnny Arthur; Marjorie, Margaret Marquis; Mr. Bitts, Charles Sellon; Mr. Williams, Wade Boteler; Verman, Robert Dandridge; Margaret Schofield, Gladys Ford; Delia, Gertrude Howard. The cast also includes a number of youngsters who have less important parts in the picture. William Beaudine, assisted by Russ Saunders, is directing.

Remaining Theatres of R. & R. Are Sold

The situations of McKinney, Cisco and Hillsboro, which did not go into the Hughes-Franklin deal, were finally disposed of Monday and Tuesday with McKinney going to Roy L. Brokman, manager, and Underwood. C. V. Jones, R. ner in R. & R. The town of Cisco was sold to K. N. Greer, manager, and Underwod. C. V. Jones, R. & R. auditor purchased Hillsboro in his own right, and C. W. Taylor remains as manager for Jones.

All three of these towns will be operated as separate corporations, neither to have any connection with the other, it is said.

Other theatre deals for the week disclose that W. G. Underwood has purchased the interest of Ray Stinnett in the Palace at San Antonio, becoming a partner of Eph Charninsky who continues as manager.

Buys X-Cell

Ed Ferguson, of the Ferguson Theatre at Eden, and Carl Anderka, of the Cozy at Orange Grove, who is opening a house in Mathis, have purchased X-Cell sound-on-film equipment.

Vacations

Just as soon as the kids are out of school, D. Dernbaum, former treasurer of the R. & R. circuit, will head out from Dallas on a long vacation. He doesn't know where he is going and doesn't want to—neither does he want anybody else to know. The theatre financier is going to close up shop for the rest of 1931, sidetracking business and all "money-making" propositions that might be submitted to him.

W. G. Underwood, former official in R. & R., with Mrs. Underwood are traveling to the West Coast overland and will park the car at San Francisco to take a boat for Alaska vacationing. "See you in the fall," Underwood told friends as he left Harwood street.

Bureau Active

(Continued from page 3)

change or a Dallas branch manager, one prominent exhibitor and a free thinker in this trade told Motion Picture Times Friday. From now on its going to be a cold blooded proposition with the exhibitor using eyes in the back of his head to keep from being "hijacked" by the bureau as penalty for performance of any side agreement with an exchange, exchange manager, or salesman, other than the black and white specifications of the original contract.

Another exhibitor of like standing and equal capabilities in thought pointed out that he recently ran a picture two days and found that it was to his advantage to run it three. He got permission from the exchange to hold it over and believes that he violated no trust or agreement either morally or legally, yet this exhibitor says he is liable to prosecution by the bureau. There is no remedy for this condition with contracts that have been signed, the exhibitor said, but all these things will be taken into consideration when new product is bought, he declared.

Contract Only Counts

The Copyright Bureau plan is compared to the music license in that there is no way of getting around it, it is said, and in this connection the exhibitors who gave the above interview advise theatres to play pictures only in strict agreement with their contracts or else they may be confronted by a surprise attack from the bureau wherein no alibis are accepted and from whose penalties there is no escape. Returns on percentages and splits above guarantee will be carefully watched, it is declared.

H-F Meeting

(Continued from page 3)

J. Y. Robb, Big Spring; H. H. Elliott, Corpus Christi; P. J. Poag, Del Rio; Miller Davidge, Durant; J. H. Robb, Laredo; Sam Stokes, McAlester; George Proctor and Hugh Marsh, Muskogee; J. F. Jones, Palestine; John D. Jones, San Angelo; George Spence, Sherman; H. M. Rogers, Sweetwater; H. G. Sandberg, Waxahachie; Ed Brady, San Benito; J. Franconi, Ennis; C. R. McHenry, general manager of the Oak Cliff theatres, with P. S. Wells, of the Midway, Sid Smith, of the Rosewin; F. H. McHenry of the Texas; and F. F. McHenry, of the Ritz, Dallas.

Re-Sign Arliss

New York — Announcement is made by Warner Bros. of the signing of a new contract with George Arliss whereby the actor is to remain under the Warner banner for the next three years.

These OKLAHOMA EXHIBITORS KNOW Their COOLING!

BUFFALO AIR WASHERS & DISTRIBUTING UNITS

Have Been Sold To—

MR. FRED PICKREL, manager of Bogan Theatres in Ponca City, for installation in the Murray Theatre. Buffalo complete cooling was installed last year in the Ritz and Poncan.

* * * * *

MR. PAT McGEE, general manager of Regal Theatres, Oklahoma City, for installation in the Capitol.

BUY BUFFALO NOW FOR SURE-FIRE COOLING!

Buffalo Engineering Co., Inc.

311 S. Harwood GEO. W. THORNTON, Gen'l Mgr. DALLAS, TEXAS

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

The Fighting Sheriff, Buck Jones —Jones brings them in. This one is about on a par with his others.—J. R. Ullman, Orpheum, Ada, Minn.

The Last Parade, Jack Holt—My patrons all liked this one as they all like Jack Holt. A good picture.—J. M. Black, New, Cherryville, N. C.

Desert Vengeance, Buck Jones—Play this if your patrons like Buck, for he knows how to put 'em over. —J. M. Black, New, Cherryville, N. C.

FOX

Man Who Came Back, Chas. Farrell, Janet Gaynor—Just fair. A type of picture not suited to these stars.—George G. Baker, Strand, Britton, South Dakota.

Just Imagine, El Brendel—Very good. A little different from average run of pictures.—George G. Baker, Strand, Britton, S. D.

Girls Demand Excitement — A mighty thin plot. Studious boys plot to keep girls out of their college. However, the girls play sex appeal on them in a deciding basket ball game and the boys lose. However, believe it or not, it went over in great style and pleased practically 100 per cent.—J. W. Crabtree, Metro, Clarendon, Ark.

Not Exactly Gentlemen — Poor title with worse advertising. The 11 x 14's on this are exceptionally poor. But anyhow I had a good crowd on it and the picture pleased immensely. It has a "land opening" rush that is certainly impressive. The picture ends up satisfactorily with intense action up to the last. Get 'em in somehow on this picture for it will sure please.—J. W. Crabtree, Clarendon, Ark.

M-G-M

Gentlemen's Fate, John Gilbert—Good acting by everyone makes this an interesting picture.—J. R. Ullman, Orpheum, Ada, Minn.

The Prodigal, Lawrence Tibbett. —A great show with some good singing. Had many compliments on this one.—J. R. Ullman, Orpheum, Ada, Minn.

Parlor, Bedroom and Bath, Buster Keaton—A good comedy except the last reel or two. Too much silly love making.—J. R. Ullman, Orpheum, Ada, Minn.

Men of the North — Played this Saturday night as I thought it would be good Saturday type picture. However, it was a mighty poor production. Had a terrible avalanche in the picture. It would have taken a tom cat about two minutes to have gotten out of it. Pleased about 30 per cent.—J. W. Crabtree, Metro, Clarendon, Ark.

PARAMOUNT

Anybody's War, Moran & Mack —Fair business but not a picture that will repeat second night—Gatie Black, Liberty, Red Rock, Tex.

Santa Fe Trail, Richard Arlen—Eugene Pallette always brings any picture out of the hole. Extra good. —Gatie Black, Liberty, Red Rock, Tex.

Follow Through, Charles Rogers —This picture pleased our customers better than any picture we have run to date. Sound extra good on disc.—Gatie Black, Liberty, Red Rock, Tex.

Fighting Caravans, Gary Cooper —This picture will please any western fan and most of the others. Business was not what it should have been because of the depression.—Gatie Black, Liberty, Red Rock, Tex.

RKO-PATHE

Lonely Wives, Edward E. Horton —An extra good comedy. Plenty of laughs. Good supporting cast. Play it.—J. M. Black, New, Cherryville, N. C.

RADIO

Millie, Helen Twelvetrees—Very fine picture that pleased.—George Baker, Britton, S. D.

Cimarron, Richard Dix—One of the best pictures of the year. A sure-fire box office picture.—Geo. Baker, Strand, Britton, S. D.

Bachelor Apartment, Lowell Sherman—A very fine picture. Sherman a star.—George G. Baker, Strand, Britton, So. Dak.

Kept Husband—A very good evening's entertainment. — George G. Baker, Strand, Britton, So. Dak.

STATE RIGHTS

The White Renegade — Very good.—S. Hayashino, Lincoln Theatre, Stockton, Calif.

Chiselers of Hollywood — A fair picture. — S. Hayashino, Lincoln Theatre, Stockton, Calif.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

City _____ Theatre _____

State _____ Exhibitor _____

NOTICE TO THE TRADE!

Exhibitors throughout the United States made money in playing Columbia pictures. There isn't a showman who can honestly say that he hasn't done far better with Columbia than any other product. And Mr. Exhibitor we can promise you that the future is as bright for those wise exhibitors who continue to follow the path of prosperity with Columbia. This is ONE company that has never disappointed you with stars, directors or stories.

•

LET PAST PERFORMANCES GUIDE YOU

To Properly Sell Films It Is Necessary to Make Use of

NEW MERCHANDISING METHODS

Says JOE BRANDT

WITH talking pictures no longer a novelty and competition among the small exhibitors as keen as among the large circuits, new merchandising methods and greater selling effort is needed to bring the public into the theatre today, than ever before. Pictures have become a commodity as well as an entertainment and as such must be handled in the same way as any other merchandise in order to insure adequate returns.

The old ballyhoo has given way to the highly specialized methods of advertising and exploitation of Big Business. Take the department store for an example. A bargain may lie for months on the counter, prominently displayed under the public's eye, but it does not become a bargain to the customer until it is forcibly brought to his attention by advertising in the newspapers, by circulars or by signs. In a similar manner great pictures may play to empty seats unless the exhibitor brings them forcefully to the attention of his potential audience.

Eternal Force Needed

So numerous are the attractions demanding the time of his community, that a showman cannot leave the choice of his particular type of entertainment to chance. He must control the choice by the influence of a positive external force. The radio, lectures, clubs, the stage, miniature athletic developments, all tend to draw away his trade. It is true that he now offers better film productions than ever and that pictures are the ideal popular entertainment. But though his success is obviously preordained he must realize that his competition is not negligible. The average citizen must be led to his theatre. If left alone the chances are that he will choose some other attraction or stay at home. If he does go to the movies he may not choose your theatre. He must, therefore, be led to your box office by judicious advertising and exploitation.

The smaller exhibitor has never before had as great an opportunity to build up his business as the present day offers. He is on a closer personal footing with the people of his community. Unfortunately many a showman fails to realize the importance of advertising and regards it as an item of unnecessary expense or a necessary evil.

Suppose we look at it this way. Advertising instead of being an expense is an investment which, if carefully used, will return many times the initial outlay in box office receipts. Many showmen are wont to consider a picture sufficiently publicized by the marquee lights and an elaborate lobby display. They forget that such exploitation at its best can reach only the people who happen to pass the theatre. The rest of the community—all potential patrons—are left completely in the dark, whereas for a negligible charge such an exhibitor can secure sufficient exploitation material from his distributor to blanket the community. In this way, with outdoor displays, posted at a distance from the theatre, with tabloids, heralds and similar advertising novelties distributed in the neighborhood houses, and other exploitation methods more fully discussed later in the article, a strong bid can be made for the patronage of every person in the district.

A thought that seldom occurs to the exhibitor is that in spite of any business depression that may exist in the town, good business comes to his theatre when he has good pictures properly merchandised. When a production does not go across, the fault in the majority of cases does not lie with the feature but with the exhibitor because he failed to sell his attraction to his prospective customers.

Too many exhibitors try to see how little advertising they can get away with. This is just as foolish as covering a $10,000 home with a $500 fire insurance policy. The only person such a short-sighted individual fools is himself.

The history of this industry contains many examples of pictures that were considered great only because the advertising back of them made them great, whereas many potential box office bets "laid eggs" because no advertising was put in back of them. Too many exhibitors will get back of a picture only when it has cost them a lot of money and because they want to insure their investment, whereas other product equally good in quality has been allowed to die merely because the exhibitor didn't have to hock his coat and vest in order to get money enough to pay the prices demanded for it.

Today more than ever Columbia surrounds each one of its productions with every possible selling aid. It has always been the company's policy to work hand in hand with the exhibitor in helping him put the picture over and in devising new methods of merchandising his product. A permanent staff of exploiteers paves the way for a ready-made audience. While it is obviously impossible to provide every exhibitor with an exploiteer, work done by these men in key centers attracts such great attention that the subsequent run exhibitor throughout the territory obtains direct benefit.

It is no idle boast too that Columbia pictures are surrounded by the widest line of novelties in the industry. Although we have had to stand an increase in price of our accessories, it was not passed on to the exhibitor. Our attitude has always been to do everything we could to encourage showmen to use enough advertising on each picture to insure its making money for them. That, to us, is of supreme importance, because if theatres prosper with Columbia product, they will be satisfied users and will keep on buying Columbia product.

In line with this policy Columbia is now developing a hardly touched field of exploitation, reaching almost the entire American audience through its shopping mediums and that is, the tie-up stills. It has awakened the exhibitor to the realization that he is no longer sufficient unto himself, but that he needs the co-operation of every business man in his community. He can get this co-operation by using the exploitation material which Columbia has pioneered in this industry. Grocers for example, will be glad to display the tie-up stills and mounts which not only advertise the pictures, stars and theatre, but also advertise the merchandise which they have to sell. The same is true of innumerable lines of business which we have tied up with our pictures. In this way both the exhibitor and the merchant benefit.

A Good Example

A forceful illustration of what advertising really can do recently occurred in a certain town in the South, and because one of our pictures was involved, it was of tremendous interest to me when I listened to the story told by the exhibitor in question. A little over a year ago, a man who had no previous experience in this business, invested his money in an abandoned theatre. He had been a newspaper and advertising man. Perhaps it was this lack of experience which caused him to venture in where others feared to tread, because his opposition was a powerful circuit that had erected a beautiful theatre. This circuit, however, worked on the budget system, which left the manager of the house powerless to exploit his theatre properly. This former newspaper and advertising man opened up his doors in such a way that people for several miles around knew that there was a second theatre in that particular town. The circuit house had bought all the product it had considered desirable, that there was plenty of product left for the newcomer. As an advertising man he knew the value of exploitation, and he made everyone of his pictures loom up as an important production. His advertising outlay frequently represented as much of an outlay as the cost of the picture itself, and because he was such a live advertiser, the people of his community obtained the impression that even though the opposition house was more modern, the smaller theatre showed the better pictures, reacting to the old theory that if you hear a thing often enough you believe it to be true.

Within a month the house showed a profit and continued to show a profit each week. The climax came when the exhibitor played one of the pictures in Columbia's line-up against a picture which the big circuit theatre was showing. This opposition attraction had been generally acclaimed one of the greatest of box office bets, yet the newcomer outgrossed his opposition on a three-day engagement. A few days later, as he told it, two men from the real estate department of the big circuit called on him and made him a proposition which he would have been insane to refuse, and so he sold out.

There is a moral back of that incident. It is this: It's not bad business that's hurting the box office, but bad advertising. Make each picture loom up sufficiently attractive to the ticket buyer, and even though it may mean that he'll wear that well-worn pair of shoes a little longer, he'll spend that money at your box office.

GOUDAL RETURNS

Former Star to Appear in Rogers' Film

Hollywood — Jetta Goudal is making a comeback in pictures. She has been signed by the Fox Film Corporation to play a featured part in Will Rogers' picture, "The Plutocrat". The film will be an adaptation of the Booth Tarkington story, which was also a stage play. Many of the scenes are laid in Egypt.

Several months ago Miss Goudal retired from the screen to become an interior decorator. However, the opportunity to act in a Rogers' picture was sufficiently interesting to lure her back to the movies.

Ann Harding Starts

Culver City — Ann Harding, after completing a 4,000-mile air trip in her new monoplane, has returned to RKO-Pathe studios in Culver City to start work on "Devotion," which is the tentative screen title for the Pamela Wynne novel, "A Little Flat in the Temple" and will be directed by Robert Milton, according to an announcement by Charles R. Rogers, RKO-Pathe production head.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
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Star_____
Producer_____
Comments_____
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Exhibitor's Name _____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun Memphis, Tenn. tf

SOUND EQUIPMENT DIRECT FROM FACTORY—Sound-on-film heads for Simplex, Powers, Kaplan, Superior projectors, complete with 4 ampere exciter lamp, ammeter, rheostat, Graf Optical System, Visitron Photo Cell, drive assembly, price $176.50. Head amplifiers $25.00. Write for list of theatres that have made their own installation of this equipment, also photo of sound heads. Address The Royaltone Mfg. Co., Wichita, Kas. 5-26

PROJECTORS — Powers, Simplex, Motiograph; lenses, Mazda Reflector arc lamps; highest quality, lowest prices. Julius Mintz, 6 Winchester St., Boston, Mass. 5-26

BARGAIN EQUIPMENT—Two Mercury arc rectifiers, Simplex and Powers 6-A, ceiling and wall fans, fine piano; all good. Rex Theatre, Bevier, Mo. 5-26

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00. Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St., Toledo, Ohio. 6-9

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT WANTED

WANT SEVERAL projectors—Powers or Simplex. Describe fully and give best price for cash; also want lamps, screens and anything necessary for opening several small houses. Must deal quickly. B-273, Associated Publications. 5-26

THEATRES FOR SALE

WE ARE EXPERTS on Theatre Sales and Purchases. Send particulars. Address Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 6-2

OTHER BUSINESS necessitates my selling 300-seat theatre fully equipped with Simplex machines and Pacent sound outfit. Good community; population about 7,000. Storeroom and three apartments above the theatre which are rented. Theatre costs $65,000; will sacrifice for $16,500 (cash, $7,500). Balance, good terms; rent pays balance. Best location in town and splendid bargain. Address J. E. S., Box 293, Allison, Pa. 5-26

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED Western Electric; RCA projectionist, open for position; go anywhere; references. H. B. Pixler, 2619 Temple St., Los Angeles, Cal. 5-26

PROJECTIONIST wants job; experienced with talkie equipment; ten years' experience; locate anywhere; non-union. H. A. Pope, Dierks, Ark. 5-26

OPERATOR-ELECTRICIAN desires position; repairs projectors—sound equipment. Ten years' experience. Married. Walter Ingals, New Hampton, Iowa. 5-26

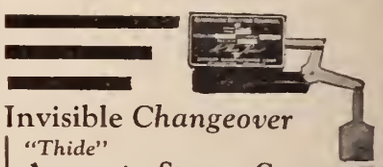
THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

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HIGHEST CASH PRICES paid for used advertising on current releases. Ship at once parcel post or express collect. Premier Advertising Service, 1717 Wyandotte St., Kansas City, Mo.



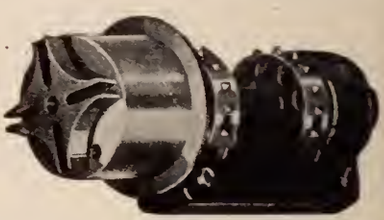


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"Thide"
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with 3-wire circuit foot Switch

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Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

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AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Patronize The Associated Group It Will Bring You Better Results

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Young Donovan's Kid

RKO—75 Minutes

Cast: Richard Dix Jackie Cooper, Marion Shilling, Frank Sheridan, Boris Karloff, Dick Rush, Fred Kelsey, Richard Alexander, Harry Tenbrook, Wilfred Lucas, Phil Sleeman, Bob Wilber, Charles Sullivan. Directed by Fred Niblo.

Based on Rex Beach's novel, "Big Brother," this opus gets away from the ordinary underworld story. Dix as a hard boiled killer discovers he has a soft heart for the waif of his pal left in his care when the father is knocked off. Jackie Cooper as the waif with hard boiled ideas and a desire to grow up to be like his adopted big brother, is taken to a reform school and promised his release when Dix quits the racket to go straight. Dix finds that it requires more nerve to go straight than otherwise but his devotion to the boy helps him win against long odds. Dix gives a cracker jack performance and Jackie Cooper wins new laurels in a decidedly different role. The names in themselves spell box office, the picture should prove a decided smash.—Warren Stokes.

SELLING SEATS: Capitalize on Dix as the star of "Cimarron" and Jackie Cooper of "Skippy" fame. Don't overlook its human appeal to every father and mother. Tell the women folks to bring their crying towels.

Svengali

Warner Bros.—76 Minutes

Cast: John Barrymore, Marian Marsh, Bramwell Fletcher, Carmel Meyers, Lumsden Hare, Donald Crisp, Luis Alberini and Paul Porcasi. Directed by Archie Mayo.

Here is another triumph for Barrymore in a flawless performance with a very good supporting cast in a picture that holds interest to the final fadeout. He plays the part of a slovenly composer and pianist who has uncanny hypnotic powers over women. With this power he induces Trilby (Marion Marsh) to forsake her English sweetheart and go away with him. Under his influence she becomes a famous prima donna. Her sweetheart learns the truth of the matter and attempts to free her from Svengali's power. The climax comes while Svengali is leading an orchestra in Cairo and while Trilby is singing under his hypnotic influence he suddenly dies and she gives up her life with him.

No pains have been spared to make this a masterpiece, and the sets and photography are in excellent keeping with the story. While it may be termed as a class production it contains enough general appeal to get over anywhere.—Southwell.

SELLING SEATS: Sell the star above all else. Get tie-ups with music teachers and singing societies. Play up the hypnotic angle in a discreet manner. Local newspapers should willingly co-operate on the question, "Can you be hypnotized?"

Up Pops the Devil

Paramount—70 Minutes

Cast: Norman Foster, Carol Lombard, Skeets Gallagher, Lilyau Tashman, Theodore Von Eltz, Joyce Compton, Stuart Erwin; Harry Beresford, Eulalie Jensen Directed by Eddie Sutterland.

Amusing comedy-drama of a young budding author who is deeply in love with a girl who wants him to succeed. A stipulation in their marriage provides that in case either of them is dissatisfied with married life within a year they should separate.

The girl is so anxious for the boy to succeed that she persuades him to give up his regular position and devote his entire time to writing a novel, she to be the breadwinner meanwhile. He becomes dissatisfied with the idea of keeping house and after a quarrel leaves her.

In the intermin a former admirer of the girl, who is a friend of both of them, persuades her to marry him. However, when the moment arrives for the boy and the girl to really part, she discloses her secret, that a child is to be born, and they are reunited.

The picture has an intriguing plot, fine direction and is excellently cast. There are some good comedy situations and snappy dialogue. Norman Foster and Carol Lombard in the leading roles give splendid interpretations. Skeets Gallagher and Lilyan Tashman supply much real comedy, as do Stuart Erwin, Harry Beresford and Eulalie Jensen and a colored man who is very much like Stepin Fetchit.—H. F.

SELLING SEATS: Play up the story from the standpoint of entertainment above everything. Feature the well-balanced cast. As an effective advertising stunt distribute balloons with devils printed on them.

Ships of Hate

Monogram

First of Monogram's action melodramas reviewed in Hollywood prior to final cutting evidences plenty of well-motivated action and suspense. With excellent direction and a closely woven plot, the finished product is bound to be a piece of merchandise of which Monogram can feel justly proud. Lloyd Hughes, Charles Middleton and Dorothy Sebastian give finished performances. This picture undoubtedly will establish standard for independent field.—Stokes.

Daddy Long Legs

Fox—73 Minutes

Cast: Janet Gaynor, Warner Baxter, Una Merkel, John Arledge, Claude Gillingwater, Edwin Maxwell, Kathlyn Williams, Louise Closser Hale. Directed by Alfred Santell.

The popular story of the stage, screen and fiction returns as a talkie co-starring Janet Gaynor and Warner Baxter. The picture is an intensely human tale and one of the most lovable stories ever filmed.

The story being well known to many we won't go into much detail concerning the plot. It is a delightful love story with a vivid portrayal of life in an orphanage. Janet Gaynor is cast as Judy Abbott, the orphan who was adopted by Jervis Pendleton, the wealthy bachelor (played by Warner Baxter).

Baxter does commendable work in a new type of role. Gaynor is delightful in her part and portrays the spirited rebel orphan in a way that wins the hearts of the audience. The remainder of the cast do good work in their respective roles. It is a picture for the entire family.—H. F.

SELLING SEATS: Tie up with schools and libraries as a picture they shouldn't miss after reading the book. Feature two popular stars in one picture. Hire a man to walk the streets on stilts with a sign advertising "Daddy Long Legs" at your theatre.

Short Subjects

Water Bugs

RKO—10 Minutes

Very interesting reel of the Grantland Rice Sportlight series showing Johnny Weismuller doing some extraordinary swimming and diving stunts. The reel is timely for the season. An underwater boxing match is the main feature. Pretty bathing girls are also in the picture.—G.

Wine, Women, But No Song

Columbia—11 Minutes

Eddie Buzzell is practically the whole show in this reel. Some of the gags are pretty clever, others just fairly amusing. Eddie masquerades as a butler in a girl's apartment to help her out when her uncle visits. As usual, all sorts of complications take place. Finally everything is straightened out. The reel is fair entertainment.—B. W.

Ambitious People

M-G-M—17 Minutes

Here's an excellent two-reeler of comedy and music. Herman Timberg, of course, supplies most of the show. Barbara Blair is very good as the chief feminine interest. The vocal finale is done exceptionally well.—G.

He Was Her Man

Paramount—15 Minutes

This is a real entertaining short for the Gilda Gray fans. The reel is a combination of dancing, music and melodrama, all in a manner that ought to please generally. And how Gilda can shimmy. Many people will be attracted by her name. So feature that on your program.—J. S.

Two Title Changes

Hollywood — Two changes of titles are announced by Metro-Goldwyn-Mayer, Joan Crawford's new starring film, formerly called "Girls Together," will be released as "This Modern Age," while Ramon Novarro's new picture, which had been known as "The Son of Rajah," is re-titled "Son of India." Nicholas Grinde directed "This Modern Age," while the Novarro starring film was directed by Jacques Feyder, French director now under contract to M-G-M.

THE LAST WORD

EXCESSIVE PROTECTION A WASTE

EXCESSIVE protection demands by first run houses are again looming as a bugaboo to the subsequent run houses. It was thought that this matter was settled last year in most sections of the country by the adoption of the zoning plan sponsored by C. C. Pettijohn of the Film Boards of Trade. Pettijohn is opposed to granting long protection time to circuit houses as are leaders of the exhibitor organizations.

First run houses are blaming the drop in business to short protection time. They claim that they suffer a big loss in patronage when people decide to wait three or four weeks and see the same films for from 40 to 50 per cent less admission. That may affect their attendance some, but we'll wager that it is slight. Those people who make it a habit to go downtown for their motion picture entertainment don't let price figure into the matter. They like to see their films first and usually make it a practice to take in a downtown show once or twice a week. The younger set and transients, of course, figure heavily among first run patronage. And here the attraction and not the protection determines the attendance.

First run houses by virtue of the rentals they pay for the privilege of having the first showings of pictures deserve a fair amount of protection over subsequent runs. First run showings, because of the advertising the large houses generally give them, have a value to the subsequent runs. But that advertising loses its value when the subsequent run houses are forced to wait too long for play dates.

The majority of the circuit houses that seek longer protection are producer-controlled. Granting that too little protection would cut into the receipts of these circuit houses, the admitted shorter life of the talking production as compared to the silent film makes it expedient that all bookings be completed at a faster rate. In other words, it is to the producer's advantage to not permit excessive protection.

Too, it would seem that the percentage booking system would dictate in favor of short protection time. With subsequent run houses gaining from a closer follow up to the first run advertising that is done producers will gain proportionately in their share of the increased grosses.

Ben Shlyen

THE FILM GROUP
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AL STEEN, *Managing Editor*

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An

EXHIBITOR

Says:

I could not resist the temptation to hurry this letter to you congratulating you on this fine new edition. From the editorial to the last page it is full of the things that those concerned with the industry, especially this region, want. . . . .

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JUNE 2, 1931
VOLUME VII NUMBER 12

MOTION PICTURE TIMES



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WHO GETS CREDIT FOR NEW SUNDAY LAW—ALLIED OR PROTECTIVE ASSN. READ THE ARGUMENTS.

FOX PRODUCTS SPLIT UP FOR SOUTHWEST FIRST RUNS. PUBLIX, RKO AND INDEPENDENTS ALL GET A BREAK

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

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The Only Serial Specialists in the Film Industry

NAT LEVINE, *President*

ANNOUNCES

THE STARS OF "TRADER HORN"

HARRY CAREY

with

EDWINA BOOTH

in

"The Vanishing Legion"

A TWELVE-PART, ALL-TALKING SERIAL

with

REX, the King of Wild Horses

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DIRECTED BY B. REEVES EASON

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the greatest football player of all time
in
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One mad whirl of dizzy, breath-taking action and hair-raising stunts.

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RIN-TIN-TIN
and a cast of favorites
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Eerie mystery, stark drama, and wholesome humor, with Rinty in a startling new type of story.

'THE SHADOW OF THE EAGLE'
A sensational detective thriller. Action and mystery in the lurking shadows of the side streets off any Gay White Way.

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Griffith Faces Ouster Suit

In Oklahoma; Pottawatomie County Attorney Charges Violation of Anti-Trust Laws.

Shawnee, Okla. — Griffith Amusement Co. is threatened with being ousted from the state of Oklahoma as a result of a suit filed in Superior Court by Clarence Tankersley, county attorney of Pottawatomie county, who charges violation of the anti-trust laws. Tankersley asks that the Bison, Criterion and Ritz Theatres in Shawnee be restrained from operating and that a receiver be appointed for all properties.

Tankersley said he would ask the court, in the event it is found the companies were operating in violation of the trust laws that all of their properties be sold and the proceeds turned to the state. He also will ask that the defendants be fined for operating in violation of the state laws.

The suit was filed against L. C. Griffith, R. E. Heffner, John B. Terry, Universal Films exchange, Paramount-Publix Regal Theatre and the Griffith Amusement Company.

Agreement Is Charged

In the suit Tankersley charged that the major film producing companies in the United States had entered into an agreement "within the state of Oklahoma to drive out all competition . . . and drive out of business all theatres that attempted to compete with the theatres owned . . . or affiliated with them."

It was charged this agreement, entered into with the Griffith company made it virtually impossible for independent companies to obtain first-class pictures for their theatres. It was also charged that the Griffith company has made arrangements to rent all of the pictures produced by the major film companies and prevent them from being shown in other theatres.

Tankersley said the Griffith company had made efforts to force out of business Momand Theatres,

(Continued on page 15)

Fox Product is Split for First Runs

In Southwest; Publix, RKO and Independents to Use Fox Pictures, a Survey Shows.

After practically five years of exclusive usage of the Fox product first run in Dallas, Houston, Ft. Worth and San Antonio by Interstate Amusement Company, now RKO, this brand of production is now about equally split among Publix, RKO and independent theatres throughout the southwest, according to a checkup of the situation Saturday.

"Young Sinners," coming back film of Thomas Meighan, produced by Fox, was the first film of this brand to reach a Publix house in the Southwest in years. This particular picture did fair business, it was said, and was the talk of the town as being the hottest release in sex theme in some seasons.

The Majestic, under the RKO banner, is said to have had more

(Continued on page 15)

Who Gets Credit?

Allied and Protective Association Claim the Honor for the Sunday Show Bill.

What is regarded as an outright claim for the credit of getting through the new Sunday law, was contained in a recent bulletin sent out by Col. H. A. Cole, general manager of the Allied Theatre Owners of Texas.

Allied has for a number of years attempted to pass a Sunday bill and succeeded in its last attempt in getting the bill by both houses of the Texas legislature only to have it killed by Gov. Dan Moody.

At the past session it is contended that the Sunday bill was promoted solely by the Theatre Owners Protective Association and that Sen. Walter Woodul, a personal

(Continued on page 15)

ON LOCATION

Mascot Shooting "The Vanishing Legion."

Director Breezy Eason and his Mascot troupe are in Kernville, Calif., making the exteriors for "The Vanishing Legion," Mascot's first all-talking serial of the new season, to be distributed in the Southwest by Allied Film Exchanges of Dallas and Oklahoma City and by Home State Film Co. of Little Rock, Ark. Among those to make the trip are Harry Carey and Edwina Booth, who played together in "Trader Horn," Philo McCullough, William Desmond, Joe Bonomo, Yakima Canutt, and Frankie Darrow, the child star. Rex, known as the "King of Wild Horses," is also in the company. Nat Levine, president of Mascot Pictures Corporation, the only serial specialists in the film industry, is personally supervising the production.

A Tough Break

A certain exhibitor was making an attempt to buy the new Chaplin picture, "City Lights" from United Artists. That was all he wanted and that is all he bought, but at a stiff rental for the single picture. It developed that in this town there was a deaf and dumb school. The exhibitor had previously made money with special shows for the school. After buying the picture and the approach of play date, the exhibitor learned that the school authorities refused to turn the inmates loose for the showing. It was really a tough break.

Warners Abandon Theatre Department

After a special assignment for the last few months to establish a string of theatres for Warner Bros. throughout the Southwest, J. E. Luckett has returned from a visit to New York to do special sales work in Texas on W. B. and F. N. releases, he announced Monday.

Since Publix and Warners have closed their breach over the matter of first runs in Publix houses, the Warner plans to open new theatres in the Southwest has been abandoned.

Moves Equipment

Lester Myer has moved the sound equipment in the Pick-Wick at Iowa Park over to Lake Wichita Falls where he will operate an airdome for the summer.

Airdome

J. G. Tomlin, of the Square Deal Film Exchange, will open an airdome on the Jimtown road June 1. Benches will be provided for 700 and the fare will be five and ten.

Free Cab Service

To Theatres Is New Wrinkle in Show Business as Dallas House Starts It.

Between the hours of six until nine o'clock in the evening free transportation is being offered to customers by the Palace Theatre in Dallas and with this offer goes the cut in top prices from 60 to 50 cents for pictures only, the stage shows having been dropped over a week ago.

By special arrangement with a local taxicab company, people at their homes are invited to dial the taxi office, take a free ride to the theatre by charging the bill to the theatre. The bill would run at least fifty cents for the ride, but very likely the cab will haul two or more passengers which works out a little better than a two for one proposition for the theatre, it is said.

Prices at the Palace, Melba and Majestic are now the same with fifty cents being the top, 35 cents as formerly until 6 and with 25 cents until 1 holding as usual, and with admission for kids dropping to a dime.

Week's grosses for the Palace and Majestic, particularly the latter, have been described as particularly lower than the few remaining weeks that carried vaudeville and stage shows.

Overheads in the deluxe houses of Dallas have been materially decreased by cut in both personnel and salary. The advertising budgets have been noticeably slashed, more heavily so by Publix, and some believe that the publicity cut will prove a disastrous stroke unless countermanded. Dallas newspapers have built up pages on the theatres and pictures which, it is believed certain, will not continue under such lean usage of display space by the theatres.

For every cut the big houses take in publicity the box office will suffer a double amount, according to a veteran Dallas showman who was discussing the problem Tuesday. And for every cut the theatres make in personnel efficiency and directing management, the box-office likewise suffers to a greater degree, he added.

C. H. Cox, operating a first-class theatre in Gilmer, was in Dallas Tuesday on business. Oil activity in his vicinity is taking a slump due to several dry holes lately, he said. Only the northwest corner of Upsher county seems to be wet, he said.

* * *

Having all the ear-marks of a double feature program, the Majestic in Dallas on Wednesday night of each week is showing the next week's picture in addition to the regular feature at no advance.

* * *

Don Douglas and H. W. Little will open the new Ritz in Uvalde this week. They have already reopened the Strand after remodeling.

* * *

George Shaw, of Llano, and Mrs. Shaw, arrived in Dallas Tuesday for a short visit.

* * *

L. C. Griffith, general manager of Griffith Amusement Company in Oklahoma City, and H. R. Falls, booker, were among the Dallas visitors Tuesday.

* * *

Carl Baumbarten opens the Rialto at Refugio, Texas, about July 1. Seats 452. Four programs will be used weekly. Henry Hall, of Beeville, is the buyer.

* * *

J. B. Underwood, manager; Walter Penn, J. L. McKinney, and Bob Bauer, salesmen, of the Columbia office, were to leave Dallas Friday to attend the Columbia national sales convention in Chicago.

* * *

J. D. Williams has purchased the Queen at Celina and the Queen at Frisco from Mr. and Mrs. E. L. Black. Williams is from the north and came to Texas to start a string of small town theatres. The Blacks are talking about opening a pleasure camp at Lake Dallas.

Callahan Sells

The Winter Garden Theatre in Carrizo Springs with its real estate and the Guild theatre in Crystal City, has been sold by Diaz Callahan, he announced in Dallas Tuesday. Callahan left town Tuesday night to sign final papers on the deal. The purchasers are a responsible concern, he said. He would not give their names at this time.

Kessnich Here

Col. Charles E. Kessnich, southern sales manager of M-G-M of Atlanta, has been in Dallas a few days looking after affairs during the absence of Leroy Bickel who is recovering from an appendicitis operation. Bickel left the hospital in good shape and after a few days at home will again start doing full time at the office and on the road.

TAKES BANKRUPTCY

Hillsboro Exhibitor Quits Business

B. A. Lawrence, a veteran independent exhibitor in Hillsboro, Texas, has resorted to the bankruptcy laws as a means of closing out his Majestic Theatre and retiring from the business in that town.

Mr. Lawrence took bankruptcy, it is said, in order that creditors might be satisfied in equal proportion.

He attributes his closing to his failure to get pictures. Recently one of the major companies made an overture to sell him, taking a contract which was later rejected by New York.

R. & R. Theatres operate in Hillsboro with two houses.

15% Off on Parts for All Projectors

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
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TWO PRINCIPLES OF COOLING
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BLIZZARD
AIR WASHER
With
DUAL COOLING SURFACE
Washed Thru Atomized Spray of Water—
Drawn Thru Porous Petroleum Coke Which
Properly Cools and Dries the Air
A Marvel Improvement in Theatre Cooling
LOW FACTORY PRICE WITH TERMS
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POSTERS ANY SIZE
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EVANS PRINTING COMPANY
2016-20 McKinney, Dallas, Texas
DUKE H. EVANS and RUFFORD O. EVANS ◆ PHONE 2-1930

HOT WEATHER *is the Real Test of a Cooling System!*

WHEN you buy a cooling system, find out what it will do when you need it most! Find out if it will keep your theatre cool and comfortable during the hottest days of summer. **That's what Kooler-Aire Systems are doing for their users. Here's one example — read this letter:**

CAPITOL THEATRE
CANTON, ILLINOIS

"We thought you might be interested in knowing how Kooler-Aire system functioned during the past year.

"We are more than pleased with the results secured. On the hottest days of the summer we maintained a cool and comfortable atmosphere within; the inside temperature being from 15 to 17 degrees lower than the outside temperature by thermometer reading.

"Our patrons have complimented us on our system. From a business standpoint it has turned out to be a good investment for us. Wishing you success, we are

CAPITOL THEATRE,
By Charles Kuchan."

Every Installation a Custom-Built Job

Every Kooler-Aire installation includes a preliminary engineering survey of the theatre, detailed plans for the whole project and equipment of adequate capacity and power to fully meet the conditions found. You get a complete, custom-built job.

Lower Cost • Convenient Terms • Small Operating Expense

Kooler-Aire is the lowest cost temperature reducing and complete air conditioning system on the market. No operating engineer is required. Expensive servicing charges are eliminated, due to this system's simple, dependable design. All year round it gives you perfect air conditions. It will PAY you to consult us about cooling and air conditioning. Send in the coupon!

KOOLER-AIRE ENGINEERING CORP.

2122 KENNEDY ST., N. E.
MINNEAPOLIS, MINN.

Manufacturers of

Kooler-Aire
Complete Cooling and Air Conditioning.

Arctic Nu-Air
Cooling and Ventilating System.

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Cooling and Air Conditioning for Homes.



HEALTHFUL
Kooler-Aire
COMPLETE AIR CONDITIONING

Kooler-Aire Engineering Corp.
2122 Kennedy St., N. E. **Minneapolis, Minn.**

Send me complete information about your cooling and air conditioning equipment.

Name of Theatre _____

My Name _____

Address _____

City _____ State _____

OUR REPLY TO A GREAT
"COLUMBIA WILL ST

LA HAY INC., Lessees

NEW LAFAYETTE THEATRE
LAFAYETTE SQUARE
BUFFALO, N.Y.

Columbia Pictures Corporation
729 Seventh Avenue
New York, N. Y.

Gentlemen:

I want to compliment Columbia Pictures Corporation, its offices, also the local Exchange, for the service we have received during the past season, and the class of pictures made by this company.

Out of the thirteen pictures we have played we gave Columbia Pictures a large overage on ten. This speaks quite well for the product released.

Columbia Pictures executives, most of whom I know personally, are capable men. They have proven to the exhibitor that they can make good pictures. Columbia Pictures has the respect and confidence of the leading exhibitors, both large and small, throughout the country. This is a valuable asset and should be treated as such.

I hope for the coming season that Columbia will stand out as it has in the past year, shoulder to shoulder with all the biggest companies in the producing field. Some of your pictures in the past season, from a box office angle, have exceeded some of the leading pictures produced by other companies.

Very truly yours,
NEW LAFAYETTE THEATRE

A. C. Haymen
President

TYPICAL OF LETTERS FROM EXHIBITORS EVERYWHERE!

will

A COMPLETE LINE-UP of STARS,

that will STARTLE

SHOWMAN—
AND OUT THIS YEAR!"

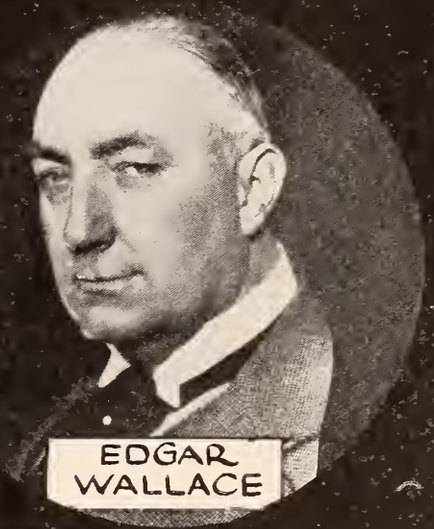

FANNIE HURST


RUPERT HUGHES


URSULA PARROTT

Just a flash of what


CHARLES NORRIS


EDGAR WALLACE

COLUMBIA

give you next season!

UTHORS and DIRECTORS for 1931-32

THE INDUSTRY!

Alleged Theatre Swindler Exposed by E. L. Black

Claiming the whole proposition to be nothing short of a clean-cut and clever theatre swindle in which screen advertising and merchants' tickets were a part, E. L. Black, operating the Queen at Celina and owner of the Queen at Frisco, related to MOTION PICTURE TIMES his recent experiences with an alleged confidence man that caused the exhibitor considerable embarassment, loss of time and money.

A man said to have given the name of J. D. Williams, on learning that Black's shows were for sale, called Black from Dallas, and on learning that the houses could be bought for "live and let live prices," Williams went over to inspect the houses and gave Black a contract for their purchase that appeared to be genuine. It was agreed by both parties that the contract would not be in force until June 1 when the houses would be transferred on payment by Williams of $7,500 in cash. No earnest money was put up.

There was a final clause in the contract which gave Williams the right to go out immediately and sell his advertising proposition to the merchants of those towns and Black was to aid and lend his influence in this work, and also to aid in the purchase of other theatres.

In the meantime, Williams is said to have gone over to Frisco and signed up merchants to the extent of $90, collecting $60 in checks.

Williams came back to Celina and Black found out what he had done. While the theatre purchase was being concluded, Williams told Black that instead of killing time he would proceed to work Celina the same way and urged Black to get out and talk up the advertising idea to the merchants and that he (Williams) would follow up and close them.

It was here that Black got to thinking and asked himself what right this man had to come into his town and collect money from local merchants without putting up a dime on buying the theatres.

Black laid down the law here and told Williams he would either have to put up money or wait until the deal went through before advertising could be sold in Celina. Williams said all right, but that his brother was on the way from Nebraska or Kansas with the money to close the deal and that everything would be all right.

Being cut off from Celina, Williams is said to have secretly journeyed over to Grapevine to sell his advertising. Black learned of this and called a Grapevine party warning him not to let Williams get out of town with any money. Williams learned of Black's call and left town immediately in his car, it is said.

Up to June 2, a day after expiration of the contract, Black has heard nothing from Williams, who succeeded in getting away with $55 in cash after Black had had payment stopped on several others.

Black has spent considerable of his personal funds in locating Williams and is eager to get out a warning to all other exhibitors who may be approached.

Tidball Rejects Plan

L. C. Tidball, owner of the Isis and Rose in Ft. Worth, was called on the phone by Williams and offered a lease on his theatres for $50 a week on each house. Tidball was later approached by a man who could not speak English well. Tidball at once informed his visitor that references would have to be furnished before negotiations started, which is said to have put an end to the deal.

In the meantime Black is going ahead in his plans to locate Williams and to break up his racket with showmen. Black advises that Don C. Douglas, executive secretary of the Dallas Film Board of Trade, is working on the case. Any exhibitor coming in contact with parties of Williams' description or tactics are urged to either inform E. L. Black at Celina, Tex., or Don Douglas, Dallas Film Board of Trade at Dallas.

DEPINET ENTHUSED

Exhibitors Like RKO-Pathe Lineup

New York—At the conclusion of the first ten days of selling following the RKO-Pathe sales convention, General Sales Manager Ned E. Depinet reports the exhibitor reaction to the new line-up has been most encouraging.

"The large volume of sales tabulated from our new telegraphic system has almost instantly reflected to the home office the rating that RKO-Pathe now has with the trade," said Depinet. "Since the convention and the appearance of our sales year book and other current advertising and publicity in the trade papers, it seems as if exhibitors are waiting to receive the new set-up with open arms."

Every Item of Equipment in the

UNIVERSAL SOUND ON-FILM SYSTEM

CORRECTION

In our last ad we said that L. B. Brown of the Regal in Gatesville had not a service call for his Universal in 6 months. Our error,—he hasn't needed service in over a year!

is

HIGH-QUALITY STANDARD MERCHANDISE fully guaranteed

Should any part of UNIVERSAL equipment fail to function properly it is immediately replaced without cost to the theatre.

CONSIDER THIS IN YOUR PURCHASE OF SOUND-ON-FILM

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS



THE OLD FIGHTIN' COCK WILL NOT LET ANY STUDIO BEG, BORROW OR STEAL HIS STARS!

CONSTANCE BENNETT—(4)—beginning with "Common Law"
ANN HARDING—(4)—beginning with "Devotion" (temporary title)
HELEN TWELVETREES—(4)—beginning with "A Woman of Experience"
INA CLAIRE—in "Rebound"
BILL BOYD—(4)—beginning with "The Iron Chalice"
EDDIE QUILLAN—(4)—beginning with "Sweepstakes"

And the

GREATEST LINE-UP OF SHORT SUBJECT STARS IN THE INDUSTRY!

I repeat what I said in our announcement for '31-'32: RKO Pathe stars stay on the lot—and you can get the lot only from RKO PATHE.

NED E. DEPINET
Vice-President and General Sales Manager

RKO PATHÉ

Columbia Announces 26 for Distribution in 1931-32

Program Also Includes 104 Short Subjects and Two Series of Outdoor Action Dramas.

New York — With the name of Columbia firmly entrenched on Broadway and throughout the country and a new era in its history beginning as a result of its greatly enlarged production and distribution activities, the company offers for the coming year an impressive line-up of 26 major productions to be known as "The Showmanship Group," supplemented by two series of outdoor action dramas, 104 shorts and eight vehicles produced in foreign language in the United States, for foreign distribution. A tremendous sum has been appropirated to bring this pretentious program to the screen.

Because of the great audience and box-office demand for several stars and directors now under the Columbia banner a number of productions built around these personalities will be included in the group of 26 major productions.

Listed among these productions are: Two vehicles starring Barbara Stanwyck, three productions starring Jack Holt alone, one feature co-starring Holt and Ralph Graves, and one super-feature to be offered as a Frank Capra production.

Barbara Stanwyck is to star in four pictures on the new program. The first of these will be "Shop Worn," which Frank Capra will direct.

Two Edgar Wallace stories are on the new season's schedule as well as two by Ursulla Parrott. The latter two are: "Love Affair" and "Secrets of Reno."

Title of Rupert Hughes' "The Rented Body," over which there is said to have been considerable discussion between Columbia and the Hays office, is being changed to "The Artist's Model." Fannie Hurst will supply "Vanity Street." Warner Fabian's "The Men in Her Life" is on the list, although cast and director have not been chosen. Jean Harlow is to star in "The Blonde Baby."

Others in the group are: "The Master Mind," "The Guilty Generation" by Joe Milford and J. Kirby Hawks, "The Half-Way Girl" by Hawthorne Hurst, "Then Hell Broke Loose," "The Final Edition," "Hollywood Sparks," "Unwanted" by Bella Muni and Aben Finkel, "The Substitute Wife" by Frank R. Adams, "Zelda Marsh" by Charles G. Norris, and two True Story Magazine adaptations.

In the group of westerns, Tim McCoy is to make eight while Buck Jones will supply the remaining eight.

Short subjects on the new schedule are: Thirteen Mickey Mouse and 13 Silly Symphonies cartoons, to be produced by Walt Disney; 13 Scrappy cartoons, to be produced by Moe Mintz; 13 curiosities and 13 Travelaughs to be made by Walter Futter, the latter featuring description by John P. Medbury: 13 Bedtime Stories starring Eddie Buzzell.

Statistics

New York — The Will H. Hays offices have been checking up on the flicker industry. The report shows some interesting figures. According to the latest canvass there are 30,000 persons employed in the studios; 10,000 in the exchanges, and 250,000 in the theatres, making a total of 290,000 men and women earning their livelihood in the field of entertainment.

According to the Hays court there are 21,284 motion picture theatres in the United States with 14,000 wired for sound. Their combined seating capacity is 12,143,761, and more than 100,000,000 persons visit them every week.

REVERSE SLOPE

Fans May Look Up At Pictures

Hollywood—Instead of looking down at motion pictures as they do now, an audience might some day be looking up at them if an idea presented to the Society of Motion Picture Engineers by Ben Schlander, New York theatre architect, is adopted.

Schlander's plan is to reverse the slope of the theatre floor, making it slant upward to the screen instead of down as it now is. The architect says the sight lines as they are fixed in the present type of theatre cause the spectator to sit with much bodily discomfort and frequently with a distorted view of the screen. Schlander said:

"Persons sitting on the orchestra floor must tilt their heads backward to see the screen. In the balcony, the seat angle makes it necessary for the patron to pitch his body forward. Study has shown that it is impossible to correct these faults without entirely disregarding the present theatre form and creating a new one."

76 ONE-REELERS

New Product Announced by Educational

Hollywood — Seventy-six subjects will comprise the Educational 1931-32 one-reel lineup, it is announced by E. W. Hammons.

Twenty-six Terry-Toons are planned, this series having developed into one of the most popular cartoon series on the market. The same trio that started the Terry-Toons, namely, Frank Moser and Paul Terry, as creators, and Phil A. Scheib, as musical director, will continue on the new group.

Thirteen Romantic Journeys will be produced by Brown and Nagel for release by Educational next season. "Honeymoon Land" and "Cross Roads," the first two in the series, were pre-released during the current season.

There will be twelve Mack Sennett Brevities, photographed via Sennett's own color process. The series will again combine novelty and beauty in vehicles that will be prepared and produced at the Mack Sennett Studios.

A new series of Lyman H. Howe's Hodge Podge, edited by Robert E. Gillaum, will have six subjects next season. Thirteen Cameo Comedies and the six novel subjects which Mack Sennett will make under the brand name of "Cannibals of the Deep," complete the program of seventy-six.

REPLACES HOLT

Huston to Play Role in "Star Witness"

Hollywood — Warner Bros. announces that Walter Huston will play the leading role of the district attorney in "The Star Witness," the story by Lucien Hubbard which is now being prepared for screen production. Mr. Huston's assignment to the role marks a change of plan, the original idea having been to cast Jack Holt in this part.

YOU CANNOT BEAT THIS COMBINATION
SUPERIOR QUALITY
AND GREAT SAVING
SUN-ARC Projector Carbons
UNSURPASSED FOR
BRILLIANCE — DEPTH — DEFINITION
SOLD BY
SOUTHERN FILM SERVICE
1616 Travis St., Houston, Tex.
CARBON PRODUCTS, INC. — IMPORTERS
8 Beach St. New York, N. Y.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

Theatres Face Admission Tax

ADJUSTMENT OF INDUSTRY

Under Way; Bankers Look Upon Retrenchments as a Step Toward Rearrangement.

New York — Wall street looks upon Paramount's announcement of salary modifications and other ecenomic changes in the industry as an indication of general rearrangement in the motion picture field to conform with the general depression. In other words, the film industry is adjusting itself to the current economic order.

Bankers feel that retrenchment moves are temporary, according to The Film Daily, which gives as reasons for this belief the noteworthy manner in which the film industry has stood up in the downward cycle of the last 18 months. Bankers also believe that in due course of time there will be another upward cycle that should not only restore the situation to its last peak, but very likely to exceed it.

Paramount's action in curtailment of overhead is being widely discussed in financial circles as a salutary move that will influence other companies which have not already taken similar steps. Instead of being interpreted as an unfavorable factor, however, the majority of Wall Street commentators are of the opinion that it will strengthen the industry's foundation and place it in line for bigger returns in the next bull swing.

As Rumor Floats in Washington That Government Will Make 10 Per Cent Levy.

Washington — A ten per cent tax on theatre admissions throughout the country is said to be part of the government's plan to erase the billion-dollar deficit, according to reports here.

Should the tax be imposed it is estimated that a ten per cent tax would mean the industry and the public would have to carry a burden estimated at $100,000,000 a year. It is even intimated that the government plans to take over the printing of tickets in order to keep a careful check on the receipts.

Franchise To Remain

Educational Reported to be Ready to Live Up to Tiffany - Allied Agreement.

New York — The Allied franchise deal with Tiffany will be lived up to by Educational, which recently took over operating control of the former company, it was reported here last week. There has been considerable speculation over this point as the Tiffany contract with Allied called for the delivery of 26 features each year.

It is understood that E. W. Hammons, president of Educational, has agreed to abide by the Tiffany - Allied agreement, although no official announcement of the Tiffany program for 1931-32 has been made.

Gleason Series

Hollywood—James Gleason has started work at RKO-Pathe on the first of a series of six "Rufftown Comedies" based on the popular newspaper feature by Arthur "Bugs" Baer, well-known humorist. "I'm Tellin' Ya" is the title of his initial vehicle, and George Green is directing it.

PUBLIC OPINION

Effective Censorship on People's Part

New York — Public opinion is the most effective piece of censorship, according to William Green, president of the American Federation of Labor, in a statement in The Motion Picture Monthly, published by the Hays organization.

"No censorship can be so accurate, no censorship can be so effective as the censorship of public opinion," Green declares. He further argues that the screen should be saved from becoming the "medium of class appeal."

"Thoughtless politicians who would impose admission taxes on motion picture theatres should remember two things," he says. "First, additional taxes in any form is no way to remedy depression. Second, while it may appear that it is the theatre that is being taxed, all taxes eventually come from the pockets of the people."

"Sky Devils"

Hollywood — Howard Hughes's air comedy, which is being made as a companion picture to "Hell's Angels," will be released under the title of "Sky Devils." It had been in production as "Ground Hogs."

NEW SALES PLAN

DeForest Equipment on Easier Scale

New York—A new plan for the marketing of General Talking Pictures' sound equipment is announced by M. A. Schlesinger, president. A similar policy is expected by other concerns, Schlesinger believes.

Under the new plan exhibitors will pay $25 a week for the first three years, $10 weekly for the next three years and for the next four years of the ten-year contract there will be no charge. Exhibitors who have paid more than the $25 rate on DeForst equipment will be given a rebate.

Admission Prices Now Average of 30 Cents

New York — The general average of admission prices will, in the near future, be 30 cents against a former average of 35 cents, according to a survey of admission scale trends by the Film Boards of Trade. The new average represents a drop of less than 15 per cent in revenues on the basis of price cuts. Some sections expect to make up part of the difference through increased attendance, but the prevailing opinion is that most of the reduction will mean that much lost, although it is believed that industry economies now being placed in effect will offset the most of the 15 per cent drop.

First-run theatres in the larger cities and representing the highest admission scales are comparatively the least inclined to price-cutting.

Final Title

Hollywood — "Laughing Sinners" will be the final title of M-G-M's newly completed picturization of Kenyon Nicholson's play, "Torch Song," which formerly bore the same title as the stage production. This is a Joan Crawford starring vehicle, directed by Harry Beaumont.

Hits at Congo

Washington—The Federal Trade Commission has filed a complaint against Congo Pictures, Ltd., charging "false, fraudulent, deceptive and misleading advertising." Congo is the producer of "Ingagi."

The complaint alleges misrepresentation of advertising of African scenes and jungle animals. The officers of the company will be given an opportunity to appear before the commission at a public hearing to deny the accusations. If the commisison finds the defendants guilty, Congo will be compelled to discontinue its present method of advertising.

New Competition

New York — The elimination of sponsored shorts by Warners and Paramount may relieve the antagonism against them, but a new possibility for competition now looms. It is reported that a move is under way to extend the exhibition of advertising reels in department stores, schools and hotels. This non-theatrical situation is competition in that the reels are of entertainment value and could be a drain on matinee business when women shoppers can get picture amusement in places other than theatres and at no admission prices.

MUSICAL SHORTS

Paramount to Increase Number of Subjects

New York—Important changes in Paramount's 1931-32 program for short pictures has just been announced at the Paramount New York studio, by Larry Kent, head of short subject production.

The number of musicals is to be largely increased and the number of dialogue pictures proportionately decreased in the short subject schedule for the current season.

"This change in the short picture program was made," said Kent, "because of the predominance of dialogue in Paramount's feature productions. Paramount's program as a whole, therefore, becomes perfectly balanced by increasing the percentage of musicals in short subjects."

The change affects one-reel pictures only. Originally, the year's program called for fifty-two one-reel subjects, of which 12 were to be musical and 40 dialogue pictures. The new program divides the 52 one-reelers into 36 musical and 16 dialogue subjects.

"Our original program of 32 two-reel dialogue pictures for the 1931-32 season will be carried into effect without change," said Kent.

RKO-Pathe Completes Three Star Specials

Hollywood—Three of the twenty-one star specials announced by Ned E. Depinet, vice-president and general sales manager, at the RKO-Pathe convention, have been completed. Two are now in production.

Eddie Quillan's first vehicle of the season, temporarily titled "The Whoop-Te-Do Kid," is the latest of the personality group to be completed. Ina Claire's screen interpretation of her stage success, "Rebound," was completed last week, and Helen Twelvetrees' initial special for the new season, "A Woman of Experience," has already passed through the editorial room. Constance Bennett is in mid-production on "Common Law" and Bill Boyd has started his first scenes for "Iron Chalice."

"The Whoop-Te-Do Kid" is an original story by Lew Lipton who made the screen adaptation. Al Rogell directed. James Gleason is Quillan's chief aide-de-fun and Marion Nixon is leading lady. The cast includes Lew Cody, Paul Hurst, Fred Burton, King Baggott, Lillian Leighton, Billy Sullivan and Mike Donlin.

"Rebound," is Horace Jackson's adaptation of Donald Ogden Stewart's play produced on Broadway by Arthur Hopkins. Edward E. Griffith directed. Robert Williams and Walter Walker, two members of the original cast seen with Miss Claire on the Los Angeles stage, appear in the RKO-Pathe version. Prominent in the cast are Robert Ames, Myrna Loy, Hedda Hopper and Hale Hamilton.

"A Woman of Experience" is an original story by John Farrow who also provided the dialogue. Harry Joe Brown, now associate producer, directed. Miss Twelvetrees is supported by William Bakewell, Lew Cody, H. B. Warner, Zasu Pitts, Franklin Pangborn, Nance O'Neil, George Fawcett and Edward Earle.

"Common Law," Robert W. Chamber's famous novel adapted for the screen by John Farrow, is being directed by Paul L. Stein. Joel McCrea appears opposite Constance Bennett, and the cast includes Lew Cody, Robert Williams, Hedda Hopper, Marion Shilling, and Paul Ellis.

"Iron Chalice," a story by Octavus Roy Cohen, is being directed by Fred Niblo. Bill Boyd is being supported by Dorothy Sebastian.

SHORTS MANAGER

Stanley Waite Heads This Dept. for Paramount

New York—Stanley Waite has been appointed sales manager of short features and news for the Paramount Publix corporation, according to an announcement by S. R. Kent, vice-president in charge of distribution. Mr. Waite was formerly the western divisional sales representative for short features.

STAR RETURNS

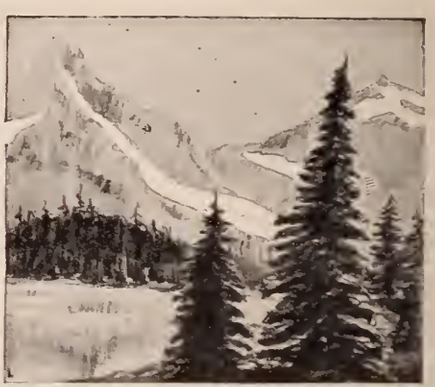
Clara Kimball Young in Cruze Picture

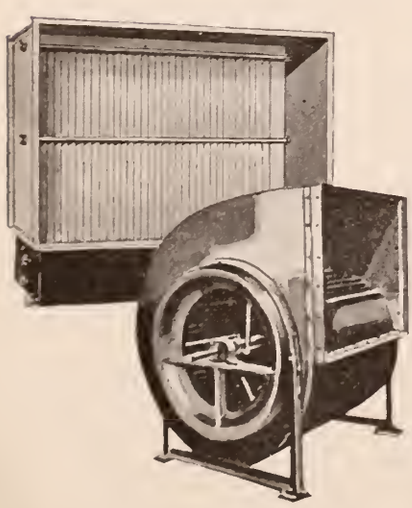
Hollywood — Clara Kimball Young, veteran star of the silent screen, will have the leading role in the James Cruze-Tiffany production, "Women Go On Forever," about to go in work under the direction of Walter Lang.

With the exception of a minor role in Radio's "Kept Husbands," this is Miss Young's first part in talking pictures. She is portraying the role of "Daisy Bowman" originated by Mary Roland during the long run of the Daniel N. Rubin play at the Forrest Theatre, New York.

The freshness of the North Woods

to KEEP your PATRONAGE thru the whole summer!





The famous Sirocco Blower and Sirocco Air Washer. Get prices and terms today.

WITH cool, invigorating air—as fresh as the breeze from Northern lakes and woods—you can turn your theatre into a summer resort . . . A community refuge from scorching August days and airless nights. A famous Sirocco Blower and a new Sirocco Air Washer are your most dependable means of avoiding decreases in summer patronage . . . And this equipment will remain a permanent, profitable attraction the whole year through . . . The cost of a Sirocco installation is surprisingly reasonable. The coupon, mailed to your National Branch, will bring you complete information.

National Theatre Supply Co.
Please supply me with further information regarding Sirocco Blower and Sirocco Air Washer.
*Name*_____
*Theatre*_____
*Address*_____

NATIONAL THEATRE SUPPLY COMPANY

THE STAMP OF TRUE ECONOMY

306 S. Harwood St., Dallas, Texas. 516 W. Grand, Oklahoma City, Okla.
400 S. Second Street, Memphis, Tenn.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Subway Express, Jack Holt—Holt as a detective chief in this stage thriler. Aileen Pringle miscast in this picture. Fred Kelsey and an unnamed actress as the housewife witness practically steal the picture. Some good comedy. Entire picture in one setting.—J. W. Crabtree, Metro, Clarendon, Ark.

Brothers, Bert Lytell—Sure is a good picture. This one will please practically 100 per cent. Had a return engagement on this picture and grossed considerably more than on the first showing in February. Advertising good. Recording on disc wonderfully good in every respect. A clean wholesome picture from every angle.—J. W. Crabtree, Metro, Clarendon, Aak.

Subway Express, Jack Holt — A fast moving train of laughs and tantalizing mystery. The picture will please all.—William Noble, Liberty, Oklahoma City.

FIRST NATIONAL

Father's Son—This is one of the most satisfying pictures I have played in many years. This one will reach into their hearts and feelings as few productions have the power to do. A perfect production. Continuity good and the story flows smoothly and transfers from comedy to pathos without a break in the action. This picture appeals to them all—from six to sixty. You'll be proud to play it.—J. W. Crabtree, Metro, Clarendon, Ark.

Sunny, Marilyn Miller— catchy comedy drama that will sure please in any locality. Plenty of comedy, plenty of dancing and it's plenty good all the way through.—J. W. Crabtree, Metro, Clarendon, Ark.

FOX

The Spy, Neil Hamilton—A great spy picture in which is depicted the greatest of love and sacrifice possible. Everybody seeing this picture well pleased.—The Warner, Oklahoma City, Okla.

M-G-M

Inspiration—Greta Garbo in this picture is O. K., but the picture is of a type and has ending that will dissatisfy, especially in small towns. My crowd the second night on this picture was a frost.—J. W. Crabtree, Clarendon, Ark.

PARAMOUNT

Ladies' Man, William Powell—Fine direction and photography with lavish settings play their part in making this film entertainment of the higher type.—Criterion, Oklahoma City.

RADIO

Hook, Line and Sinker, Wheeler-Woolsey—The comedians in a fair comedy. Too many of these kind are not good.—Ray Thomas, Community, Clear Lake, Wis.

Kept Husbands, Dorothy Mackaill—Business the best in several weeks. Picture has good title and carries interest well through the picture.—Henry Kimmel, Rialto, Atlanta, Ga.

The W Plan, English cast—Something different in war pictures and worthy of any theatre running it. Had a good tie-up on it with the American Legion. Good business in warm weather.—Henry Kimmel, Rialto, Atlanta, Ga.

Cracked Nuts, Wheeler-Woolsey.—Pleased everyone. Big business all week. — Criterion, Oklahoma City.

Behind Office Doors—Used regular heralds on this picture. Had printed on them "For Adults Only." This picture not suitable for children or foxy grandpas with high blood pressure. The heralds are pretty hot looking. Picture drew a good crowd second night.—J. W. Crabtree, Metro, Clarendon, Ark.

RKO-PATHE

Painted Desert, Wm. Boyd.—A high class production that pleased all seeing it. Had plenty of action, scenery, pep and energy. Would bear up well for return date.—Midwest Theatre, Oklahoma City, Okla.

UNIVERSAL

Seed, John Boles—Heart throbbing drama with Genevieve Tobin and Lois Wilson. The picture was big, and also was the crowds. Midwest Theatre, Oklahoma City, Okla.

Outside the Law—Edw. G. Robinson is known as "Little Caesar" in this town and his performance in "Little Caesar" helped this picture. Mary Nolan gives a creditable performance. The little boy in the picture is also very good. Recording on disc fair.—J. W. Crabtree, Metro, Clarendon, Ark.

WARNER BROS.

Doorway to Hell, Lew Ayres—A great picture with a good cast. If they were all like this we couldn't kick.—Ray Thomas, Community, Clear Lake, Wis.

Sit Tight, Joe E. Brown and Winnie Lightner—It was twice as funny as the funniest. Everybody seeing the picture will like it. No disappointments guaranteed. Capitol Theatre, Oklahoma City, Okla.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

City _____ Theatre _____

State _____ Exhibitor _____

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Candy Kisses Exploit "Strangers May Kiss"

A NOVEL exploitation campaign which included the distributing of candy kisses, was used by Arthur Catlin, manager of the Loew's Stillman Theatre, Cleveland, Ohio, as part of the extensive campaign he used to put over his showing of the Metro-Goldwyn-Mayer production, "Strangers May Kiss." He was assisted by an M-G-M exploiteer.

Catlin arranged to have four attractive young ladies, attired in black velvet page costumes with black tams and white ribbon sashes across chest and back reading "Strangers May Kiss," distribute bags of candy on the downtown streets. The bags contained copy reading, "Kisses For Every One With a Pair of Red Lips—Enjoy These Sweet Kisses, then see Norma Shearer in 'Strangers May Kiss' at Loew's Stillman."

Arrangements were also made to have two young ladies carry black umbrellas with copy painted in white letters, who were stationed at the two main entrances of the baseball park where the Chicago and Cleveland teams were opening the season. These two young ladies were also used at the Public Hall, where the American Legion were staging a big fight program.

Free Trips Offered by Railroad

THROUGH a tie-up with the Northern Pacific railroad, the RKO Orpheum Theatre, Minneapolis, is giving away a free vacation trip to Seattle, good for two persons, with all expenses, including meals and a room at the Hotel Seattle for a week, paid. The stunt costs the theatre nothing. All the railroad receives from it is screen and lobby advertising. To exploit the free trip, the theatre has an exceptionally fine lobby display, including a miniature train with sound effects. Posters, trailers and handbills also are used to tell about the chances given away with Orpheum tickets.

Publix has a similar stunt for its theatre outside the Twin Cities. Their tie-up also is with the Northern Pacific railroad and they are giving away fre vacation trips to Yellow Stone Park at no expense to themselves. As in the case of the Seattle trip, the transportation and other items are provided gratis by the railroad in return for screen and lobby advertising.

Tags Exploit "Public Enemy"

ONE of the exploitation stunts worked in connection with the run of "The Public Enemy" at the Stacy Theatre, in Trenton, N. J., was the distribution of a bright yellow tag. On it was printed:

"Last year 17 people were killed and 502 were injured by motor vehicles in Trenton. Be careful—Don't be 'A Public Enemy.' You won't want to be one after you've seen 'The Public Enemy' at the Stacy Theatre."

The tags were widely distributed and, of course, were attached to hundreds of parked motor cars. Incidentally, it was approved of by the motor clubs. The campaign introducing the gang play designed to put an end to all gangs was particularly effective for the picture had the banner opening of the season at the Stacy.

AD - it - orial

More About the Children

By William Jacobs

MUCH has been said recently in regard to getting the children interested in pictures. Often schools may discourage their pupils from seeing productions which in the minds of school authorities, are not proper for the younger minds. However, there are scores of pictures which are helpful and good for kids and the schools should recommend such pictures as readily as they attack the other kinds.

In the Fox Theatres' house organ, "The Last Word," is some timely advice to the Fox managers which should be heeded by all theatre owners. Here it is:

"One of your chief obligations is to keep up good school contacts. Advise principals personally when pictures with wholesome child appeal are coming. You can start such a contact on "Skippy" or "Connecticut Yankee," and keep on. In many cases it will be wise to invite teachers and principals to previews, with the good will reacting in their encouraging students to see the film.

"Newspaper tie-ups are possible in which the paper offers paid theatre tickets to kids who sell subscriptions. These tickets must not be advertised as free. The paper should buy them, or make an advertising exchange with the theatre.

"When showing pictures with appeal for children from six to twelve years old, be sure to arrange for announcements during local bedtime story hours on the radio. In many cases you can promote such announcements by an exchange of good will. In New York a continuous friendship with Uncle Robert of WHN has resulted in tremendous child circulation."



"The Last Parade" was put over with the so-called bang when that picture played at the Capitol Theatre in Atlanta recently. In addition to newspaper ads, merchant tie-ups and window displays, the house arranged for an elaborate lobby. At the right is shown a street ballyhoo of four men dressed as prisoners with signs on their backs. Three days before the opening these men paraded the principal streets of Atlanta and aided in arousing interest for the opening.

Who Gets Credit?

(Continued from page 3)

friend of Gov. Sterling, introduced the measure at the request of the Protective Association.

Col. Cole has in his possession a stack of cards on which a number of Texas exhibitors pledged to give their first Sunday's receipts to Allied in case the bill was put through by that organization. These pledges were signed at the last regular Allied convention in Dallas.

The Allied Claim

"The governor has signed our bill legalizing opening of picture shows on Sunday" Col. Cole went on to say in his bulletin.

"This bill is identical with the one introduced by our association two years ago which passed the legislature at that time but was vetoed by Gov. Moody. It wipes out the state prohibition against the operation of picture shows on Sunday, but specifies that any city council or commission can prohibit the running on Sunday if they so desire.

"There has been some criticism of this last clause, but we wish to say that even had it been omitted, the situation would not be changed; in other words, we had the opinion of the attorney general of the state of Texas that the council or commission of any incorporated city under the police powers granted them in their charter could pass an ordinance closing you on Sunday; so the situation is merely made clear by this provision, and not changed at all. We think, however, that there will be very few towns where this will happen, especially when all their neighboring cities and towns are open.

"This ends triumphantly a battle which has been fought by this association for a period going back eight years. It is with great satisfaction that we are able to advise our members that the battle is finally won, and we want to congratulate and thank every one of our members, most of whom have had a part in bringing about this desired end."

Protective Claim

Judge Roy Walker of Lampasas, president of the Theatre Owners Protective Association, makes the following statement in connection with his organization's activity on the Sunday bill:

"It seems from a recent 'bulletin,' in spite of the fact that I spent most of the time for three months in Austin, the directors of our association considerable time, and every member of our association doing personal work with members of the legislature from their home town, the real credit for the good work done is being claimd by an association whose president and manager did all they could to ruin our industry. I do not think any member of our association or friend of the industry will be blinded by this smoke screen."

A GOOD-ALL

Makes New Friends—Keeps the Old

NOW READY—

Complete Ac Operated

CASH SOUND ON FILM TERMS

GOOD-ALL ELECTRIC MFG. CO. - OGALLALA, NEBR.

IN OKLAHOMA
SOL J. DAVIDSON
704 W. Grand
Oklahoma City

IN TEXAS
GEO. W. SUMNER
Weatherford

Griffith Faces Ouster

(Continued from page 3)

Inc., operating theatres in Shawnee. He said the company had opened theatres in every city in the state where a Momand Theatre was operated, and followed the practice of monopolizing the films released.

For these reasons, it was charged the Griffith company had "acquired a monopoly and is engaged in unfair discrimination in the production, distribution and exhibition of a necessary and essential commodity in the state." The combine will allow only inferior pictures to be released and displayed in independent theatres, the county attorney alleged.

Receiver Is Asked

Tankersley asked the court to restrain the defendants from "performing, continuing or carrying out the unlawful combination and trust" and be restrained from operating the Bison, Criterion and Ritz Theatres here.

It was also asked that a receiver be appointed for the theatres to operate them while the lawsuit is pending in court. It was asked that as soon as a receiver is appointed the court order him to bring all records of the company into court for a thorough examination to see whether or not Griffith company is operating in violation of the state anti-trust laws.

"Upon a final determination," Tankersley asked the court to "enter a decree either ordering said theatres sold and the proceeds therefrom be forfeited to the state . . . or that the defendants be ordered to pay a fine." It was also asked that the company be permanently restrained from operating theatres in this state.

Fox Product Split

(Continued from page 3)

pictures under contract than it could use, and although its Fox franchise runs until September, it is said, by mutual agreement that Publix took up a number of the Fox first run play dates. "Daddy Long Legs," with Janet Gaynor, will go into the Palace at an early date and "Always Good-Bye," with Elisa Landi is booked soon for the Melba, the last two houses being Publix deluxe units.

The Majestic will take "Black Camel" with Warner Oland and several others.

In Ft. Worth, the Hollywood, independent first run, is playing and will play all the remaining Fox releases for 1930-31. In San Antonio, the Empire, also an independent house, is taking care of the Fox releases. The Empire, however, will become a Warner Bros.' theatre in the fall, a contract having been signed to this effect.

In Houston the Fox product is evenly divided between Publix and RKO, it is said. The 1931-32 Fox releases have not yet been sold to any of the above key city theatres, although negotiations have been under way. Considerable interest is manifest as to where these attractions will finally land for the coming year.

COOL

your theatre with the powerful

ARCTIC NU-AIR



It gives your audiences the sure, cool comfort of brisk, fresh breezes. Costs less to buy and operate. Write us today.

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Is it a Good Picture?

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Tear off—fill in—and mail to

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Kansas City, Mo.

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Producer_____
Comments_____
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Exhibitor's Name _____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun Memphis, Tenn. tf

ONE COMPLETE turntable and Audak pickup; attachments any projector; good equipment. $20.00 gets both. Public Address Service Co., Dallas, Texas. 6-12

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00. Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St., Toledo, Ohio. 6-9

GOOD-ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

FOR SALE—Simplex No. 14,-000, $325; three 6 B Powers, $100 each. Doric Theatre, Erie, Kansas. 6-2

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Wash ington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

WANTED—Strong low intensity lamps; also one pair of Simplex. Must be cheap for cash. B-374, Associated Publications. --6-2

WANTED — Portable talking equipment and projectors; Holmes preferred. Ben Brinck, West Point, Iowa. 6-2

THEATRES FOR SALE

WE ARE EXPERTS on Theatre Sales and Purchases. Send particulars. Address Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 6-2

THEATRES at Villa Grove, Newman and Chrisman, Ill.; populations 2,500, 1,300, 1,200; 15 miles between towns.. Will sell separately or as chain; all sound equipped; no competition. For details write Star Theatre, Villa Grove, Ill. 6-2

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Here is your Handy "Ad Order" Blank

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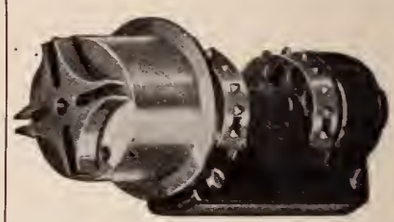
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(Don't forget to count words in name and address that is to appear in the ad)



Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Gold Dust Gertie

Warner Bros.—66 Minutes

Cast: Winnie Lightner, Dorothy Shristie, Ole Olsen, Chic Johnson, Claude Gillingwater, Arthur Hoyt, George Byron, Vivian Oakland, Charles Grapewin, Charles Judels, Virginia Sale. Directed by Lloyd Bacon.

Adapted from the play "The Wife of the Party" this bit of screen hokum just seems to miss fire in most shots. The dialogue is neither witty nor interesting and the only thing that holds the story together is the action.

The popularity of Miss Lightner and Olsen & Johnson are the only factors that may make the picture worth while exploiting. Story concerns a manufacturer of bathing suits who believes in marriage for his employees although remaining single himself. Two of his employes (Olson and Johnson) were previously the husband of Winnie Lightner and to satisfy the boss each again marries. Winnie comes around to collect alimony and threatens to expose them. Finding that this would result in their losing their positions she plans to help them. She gets the manufacturer to allow her to exhibit a suit of her own design in the beauty parade and wins the prize as well as winning the boss.

Some good bathing beauty contest scenes are not played up enough and the final chase in speed boats furnishes most of the comedy.—Southwell.

SELLING SEATS: Tie up with bathing suit and speed boat sales agencies. Sell the stars on past performances. Title also offers itself well for exploitation.

The Viking

J. D. Williams—74 Minutes

Cast: Charles Starrett, Louise Huntington, Arthur Vinton, Captain Bob Bartlett, with prologue by Sir Wilfred Grenfell. Directed by George Melford.

Here is one of those so-called "different" films that combines realistic adventure with a screen story to supply the romance. This is an authentic record of the Newfoundland sealers in their quest for pelts among the northern ice packs. The story woven in concerns the rivalry of two members of the sealing expedition for the love of a girl. One, a hardened oldtimer decides to do away with the other who is making his first voyage into the ice fields. The oldtimer goes snowblind after he thinks he has killed his rival and is only saved by the timely finding of the boy who has been lost by the crew on the return to the ship. After a tough journey over the ice with his blinded rival he finally makes land and the usual happy ending with the girl takes place.

The main interest is the work of the sealers which is brought out by some exceptionally fine camera work and the chances they take hold you in suspense as to the outcome. The cast is nothing to write home about but as their part is a minor one the film goes on in a highly entertaining manner. Direction is good and the photography excellent. — Southwell.

SELLING SEATS: Good tieups should be made with fur dealers, and play up newspaper publicity when the "Viking" was blown up.

God's Gift to Women

Warner Brothers—74 Minutes

Cast: Frank Fay, Laura LaPlante, Joan Blondell, Charles Winninger, Arthur Edward Carews, Alan Mowbray, Louise Brooks, Tyrell Davis, Billy House, Yola D'Avril, Margaret Livingston, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Vanaire, Douglas Gerrard, Ethlyn Clair, Nena Quartaro, Hazel Howell and the Sisters "G". Directed by Michael Curtiz.

Romantic comedy based on play named "The Devil Was Sick" and containing a cast of names that looks like the "Who's Who" of Warner Brothers. Story concerns a philandering Frenchman (Frank Fay) who finally meets his real love (Laura LaPlante) and her father's conditions to their marriage include a physician's council. The doctor tells him that one more kiss would cause his death, but he decides to have it with his one love in spite of the predicted results. He makes arrangements with the undertaker for his funeral and plans a final rendezvous with the girl. The expected death does not occur and it turns out that it was all a plot to test his love.

Some excellent comedy situations are brought about by the untimely arrival of his former lady friends while he is trying to convince his girl that she is the only one. With the excellent cast a better story should have been chosen and the direction was a bit draggy in spots. However, will prove a pleasing film for most any type audience.—Southwell.

The Good Bad Girl

Columbia—70 Minutes

Cast: Mae Clarke, James Hall, Marie Prevost, Robert Ellis, Nance O'Neil, Edmund Breese, James Donlan, Paul Porcasi, Paul Fix, Wheeler Oakman, George Berliner. Directed by R. William Neill.

Here is a film story of the feminine side of the gangster life that carries plenty of punch and with some smart comedy injected by Marie Prevost.

Mae Clarke as the gangster's sweetheart, who finds an opportunity to get out of the racket and marry a banker's son, wins your sympathy in her battle to go right. James Hall as the son who shows a human side to life by trying to take his wife's part when the truth comes out about her former life.

His parents convince the girl she is in the wrong environment and she leaves without letting them know she is about to become a mother. Marie Prevost as the mistress of a cafe keeper visits the parents and tells them of the child and the boy's mother goes to see the baby and offer financial help. This is refused, but after her former sweetheart is killed in her room after he has made a jail break, she decides that the baby needs its grandparents' protection from whatever gangland may have planned for vengeance. She decides to go away but the timely arrival of the boy from a trip to Paris and learning that he is a father results in the usual happy ending. Will please the average fan and rates fair entertainment value.—Southwell.

SELLING SEATS: Avoid the gangster angle and play up the trials of a girl with a past to go straight. The baby angle has good exploitation possibilities. Ladies' wear shops might go for tie-up on Marie Prevost's lounging pajamas.

A Free Soul

M-G-M—85 Minutes

Cast: Norma Shearer, Leslie Howard, Lionel Barrymore, Clark Gable, James Gleason, Lucy Beaumont. Directed by Clarence Brown.

For sheer dramatic perfomance this picture should win high praise with audiences everywhere. There is more to this production than the looks and alluring personality of Norma Shearer. She has histrionic ability and gives a remarkable performance which tops all her previous successes. There is an excellent cast of which Lionel Barrymore as the girl's father outshines all the others. Here is a real artist.

The picture has a powerful dramatic story with plenty of heart appeal. It is about an ultra-modern girl who lives by her father's theory of life that "we do as we please," until she finally discovers the error of her life and her father's. Then comes one of the most sensational dramatic climaxes of the year wherein the father places his daughter on the witness stand to fight for the freedom of her fiance for the murder of another lover.

The feature is good entertainment anywhere and is strongly recommended as a Sunday attraction. It has a cast of names which should pull.—Jesse.

SELLING SEATS: Play up Shearer above everything. Mode shops should lend their co-operation in stressing her modish dresses. Advertise the picture as dynamic drama with a superlative cast. Stress the dominant theme of the picture in catchlines, such as "She Dared to Live by Men's Code of Ethics."

Short Subjects

Cab Waiting

Vitaphone—18 Minutes

Here's Jack Benny again in a comedy that gets over very well. At times the laughs are far between but as a whole it makes a good short. The story tells of a taxi driver who's chief hobby is correct grammar and when Benny talks to him, the driver corrects all mistakes in English. Even when Jack takes the girl home in the cab the driver contributes the correct grammar to the conversation.—F. H.

Betty Co-Ed

Paramount—8 Minutes

A collegiate short with plenty of spice and ginger. Rudy Vallee and his orchestra are featured and the dancing ball idea is used as Rudy sings a very pretty song. Okay.—F. H.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
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AL STEEN, *Managing Editor*

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WEEKLY FILM REVIEW
Atlanta, Ga.

A PROBLEM AND ITS SOLUTION

THE New York end of this industry is anything but optimistic about business for this summer. One of the trade's daily publications carried the prediction that more than double the usual number of summer closings was in prospect for the coming hot months and that this to-be-looked-forward-to situation has the sales managers worried. We don't know on what this guess is based, but it is a serious situation to contemplate, nevertheless.

Why the number of closings should be greater this year than ever before is puzzling, despite the tendency to blame the country's general depression. The great number of cooling equipment installations made in recent years should have lessened the number of hot weather closings with each succeeding year. So there must be some other reason; some reason for which the industry is itself to blame.

It has been evidenced by other amusement attractions that the public is not broke, as some are prone to think. The fact that double features proved for a time to bring extra admissions to the box offices is one indication that there is still plenty of money in the country and that it can be gotten by motion picture theatres. The fact that wrestling matches, boxing bouts and baseball parks are drawing capacity audiences and that the higher priced seats are the first to be sold out is further proof that the public is willing to spend its money. This is not to say that such amusements draw capacity every day. However, that is the case when the attractions offered are big ones. When the Giants play the Cubs, you can figure on an audience of some 70,000 or more. But when the Giants play Cincinnati, which is a weak team, the fans don't turn out in such great numbers.

In recent weeks box office grosses have been big when the picture has been big. By big we don't mean epic pictures, but good substantial entertainment. Gangster pictures have been drawing heavy patronage, but not alone because they were gangster pictures—they have to be good.

There may be other causes for the contemplation of a greater than usual number of theatre closings but the principal cause is poor pictures. It has been demonstrated time and again that good attractions draw good patronage. Where a good attraction fails to draw, a poor selling campaign is probably back of it. This checks the problem that sales managers are worried about right back to their production departments. Producers can save the situation by making better attractions and by releasing as many of them as possible during the next few weeks, when they will be needed the most. Exhibitors can keep their theatres open by getting back of these attractions and plugging them for all they are worth and by injecting every bit of showmanship brains and energy into the big job that is in their hands.

Ben Shlyen

Increase Attendance

With the Tried and Proven

Scooter-Nite



Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The

Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.

$2.50

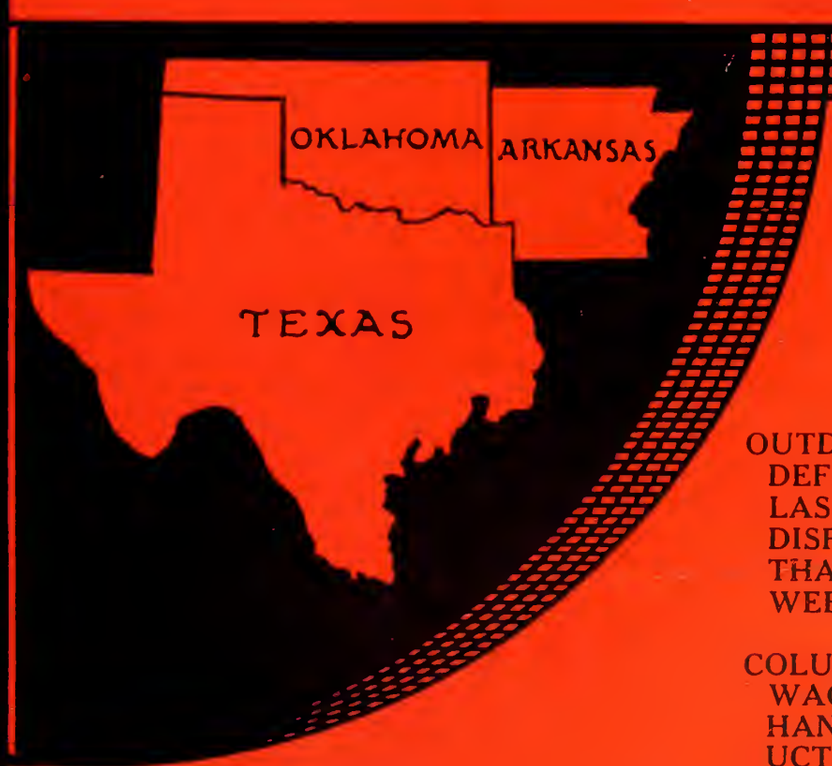
Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE KANSAS CITY, MO.

JUNE 9, 1931
VOLUME VII NUMBER 13

MOTION PICTURE TIMES



OUTDOOR ADVERTISING DEFEATS ITSELF IN DALLAS WITH BILLBOARDS DISPLAYING PICTURES THAT HAVE PLAYED WEEKS AGO.

COLUMBIA WON'T CUT WAGES OR FIRE HIRED HANDS; HAS THE PRODUCT TO BACK IT UP.

TERRELL TO LEAMAN MARSHALL. M. H. GWYNN SELLS THE LYRIC IN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

YOUR PROFIT COMES FIRST

NATURALLY your independent theatre supply dealer is in business to make a profit. But your profit comes first. His profit depends upon your success—your profit—as a theatre man. The proper equipment of your theatre enables you to do a better business at the box office. Your investments in theatre equipment are in direct proportion to the ability of your independent theatre supply dealer to supply you with equipment that enables you to do a better, more profitable business, at your box office.

THE symbol of the Affiliated Theatre Supply Dealers stands for practical service, and assured quality in the equipment you buy from your independent theatre supply dealer. Practical service from your independent theatre supply dealer is not simply the ordinary claim, but based on understanding of YOUR particular theatre, personal acquaintance with you, and experience in meeting theatre needs in every item from lobby to screen.

THE Affiliated Theatre Supply Dealer is interested in selling you only equipment upon which you can make a profit; your profit must come first because when you are satisfied year in and year out with your purchases from your independent theatre supply dealer that dealer's business automatically grows. Your interests and the interests of the Affiliated Theatre Supply Dealer are interlocked. You expect him to know the latest and best in theatre equipment, provided aids to better business at the box office. He knows you expect him to offer only the latest and best and he measures up to your demands upon him. The consistent growth of the independent theatre supply dealers making up this affiliation is proof positive of your independent dealer's ability to render practical, skilled service to you and to your box office.

The Sign of Service — AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS — *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 2209 Payne.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington. D. C.: Ben Lust Theatre Supplies, 908 Second St., N. W.

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Columbia Will Not Cut

Outdoor Advertising Defeats Itself

When Billboards Show Displays That Are Outdated; Several Examples in State.

On west Jefferson avenue in Dallas within two doors of the Midway-Franklin Theatre, Publix displays attractions at the Palace, downtown first run, on a neat one-sheet frame with especially constructed iron stand.

The big idea is that people in that section of Oak Cliff and certainly those who attend the Midway, might be informed and influenced to attend the Palace. But why pay any attention to the billboard? It was pasted with one sheet and dated on a picture that had played the Palace about three weeks ago.

Thus the whole purpose of out-

(Continued on page 5)

Gwynn Sells Out

And Retires From the Show Business; Was a Staunch Worker for Organization.

After more than twenty years in the theatre game as a staunch independent, M. H. Gwynn has retired from picture exhibition in Terrell, Texas, with the sale of his Lyric Theatre to Leaman Marshall, operator of the Iris there.

For the present Marshall will operate the Lyric full time as in the past, but may close it down to Friday and Saturday later.

Mr. Gwynn played an important part in the formation of exhibitor

(Continued on page 5)

NEGRO TALKIES

Alfred N. Sack Purchases Rights in 7 States

Alfred N. Sack, general manager of Sack Amusement Enterprises, San Antonio, was in Dallas last week en route home from the East where he obtained distribution rights in seven states, Texas, Oklahoma, Arkansas, Mississippi, Louisiana, Missouri and Kansas on Oscar Mcheaux's first all-talking Negro feature, "The Exile," nine reels, and "The Darktown Revue," two-reel colored musical revue. Subjects will be sold together or separately.

Sack also reported the acquisition of a series of twelve two-reel Spanish musical subjects for immediate release. He reported substantial bookings throughout the territory on Spanish and Negro talking features and shorts, in which his firm specializes.

BUYS BUFFALO

Lemke Installs Cooling at Waco House

J. A. Lemke, veteran independent exhibitor at Waco has purchased complete cooling equipment with air washer and distributing units for the Rex, downtown subsequent run house which he recently took over after Publix had closed it up.

Vaude Out

Oklahoma City.—Warner Theatre has discontinued RKO vaudeville temporarily and for the next ten weeks will show Loie Bridge Musical Comedy Company and feature pictures.

Outdoor Competition Irks Local Showmen

Outdoor amusements are getting into full play in Dallas with the opening of free picture shows in over a score of parks, the opening of swimming pools, park story hours for the kids, all of which may soon be topped off with free band concerts.

Three shows a week are given in each park and each showing represents at least a full theatre of people. Films almost as old as the game itself are shown, but they draw a capacity business on account of the absence of admission prices.

Dallas theatres are forced to plug all the harder and to play only the box office releases, if possible, in order to compete in the battle with so much free competition which will be of about three months' duration.

TOWNSENED MGR.

Succeeds James Dawson at Oklahoma City

Oklahoma City — Paul Townsend has been appointed manager of the Empress Theatre here, succeeding James Dawson, resigned, and Taylor O. Stewart, temporarily in charge of the Empress has returned as assistant manager of the Midwest Theatre.

C. J. Stevens, of the Little Theatre in Temple, with Mrs. Stevens and their young son, drove up to Dallas Monday for personal contact with the exchanges.

Wages or Discharge its Workers; Has Product to Back It; Pictures in Favor.

By V. W. CRISP

Even before their sales convention in Chicago when Columbia officials decided there would be no cut in personnel or salaries, it was the talk of the industry about the quality and box office value of the whole Columbia product for the past season of 1930-31.

In fact, exhibitors all over the Southwest have written Columbia expressing thanks for his product and the valuable service from employees in Columbia exchanges which facilitated and made more pleasant their dealings with Columbia.

About six months ago a local exhibitor said: "Give Columbia a dollar of production capital and they'll deliver more for that dollar in box office pictures than any company in the business."

Out of 21 pictures released this year by Columbia only two have been classified as weak sisters at the box office, and this general quality in releases has given Columbia a decided boost for the current year, bidding fair to raise this mark considerably the coming year as the line-up looks even better.

When a company like Columbia, known to be smaller in resources than some of the bigger companies, and being one of the youngest national companies in the business, buckles down without falling heir to first run play dates and produces, like it has this year, we feel that the trade should offer a word of encouragement. That is what many exhibitors have done. They have written Columbia expressing thanks, and it is generally understood that an exhibitor is not usually so in love with an exchange to ordinarily do such a thing.

Columbia gets first run key town play dates all right, but nobody is setting in Columbia pictures as a favor to Columbia. There is no affiliation that allows

(Continued on page 5)

ALONG FILM ROW

L. B. Brown of the Regal and Ritz in Gatesville drove into town Monday to set in date for both houses. He has turned over the Ritz a Friday and Saturday house, to his son Jim Ed and his wife. Brown is on a deal to sell Gatesville as he has a 180 acre truck farm in the Rio Grande Valley which requires his attention. If there's any fishing or hunting in the Valley, that will also require a part of his time.

* * *

Speaking of fishing, Brown's expedition was into the wilds of Mexico where he said he could have killed oll sorts of wild game with a stick and where bass grew as large as whales in the mountain streams. Being an expert fisherman Brown fished in hip boots but always in water up to his waist or higher.

* * *

Uncle Joe Luckett spent the week-end in Galveston on special sales work for Warner Bros.-First National and at the same time enjoyed a few whiffs of gulf breeze. He did not, however, remain for the bathing beauty revue scheduled for Sunday.

* * *

Harry Boynton, Strand at Hamilton, has closed down Monday and Tuesday so he spent that time in Dallas last week. His operator, Frank Holmes, put in his time fishing on the Colorado and landed a 49-pound yellow cat, according to the story as told by Boynton.

* * *

Jack Lilly, of Greenville, was able to be around Monday on his weekly market visit after an illness which confined him a couple of weeks. He shrank up considerably about the middle which made him look a little different, but otherwise is his usual self.

* * *

Leroy Bickel has put himself back into good shape after his first run engagement at the hospital. He was in Pete's restaurant Tuesday eating heartily and waxing robustly. He will be out in the field with Leo 'ere this is read.

* * *

Jesse Oakes will re-open the Lyric in Waco in a few days, he said in Dallas Monday. He opened up a few weeks ago but shut down to make further improvements.

* * *

H. H. Cluck, Beltonian at Belton, and buyer for a string of affiliated houses in which R. L. Walker, O. A. Englebrecht, F. L. Wolf and others are interested, said in Dallas Monday he is figuring on cutting admission prices somewhat from the regular fifty cents he has been getting in Belton.

* * *

Corpus Christi is the livest show town on the Texas map today, according to a film salesman making that territory. There are as many people on the streets there as are seen in Dallas, he says. All theatres are doing good business and J. W. Harper, operating the Agnes, 850-seater in the neighborhoods, is doing a beautiful cash turnover. Mr. Harper is about 70 years old, has no trouble in getting his pictures and is a pretty smart exhibitor, according to the informative salesman.

* * *

Harold Werner, of Trinity, exhibited a copy of a breezy monthly magazine published in his little town, in which Werner took down about a column of space personally with the Queen monopolizing the back page with current and coming attractions. J. B. Underwood, of Columbia, happened to be in Trinity recently, and also happened to get a pretty neat little story.

* * *

A. V. Wade, and his son, Martin Wade, were in Dallas Tuesday from Gainesville, getting straightened out on future bookings. A change is being made in Mr. Wade's theatre holdings which he will make known next week.

* * *

It wasn't his birthday, but Tuesday afternoon was a mighty hot spell so Wallace Walthall, manager of National Screen Service, blew himself for a lot of ice cream for all the girls in his office. It cooled 'em off all right for the moment.

* * *

W. D. Williams has opened the Peak at Sierra Blanca, highest point in Texas. Seats 185. Two programs weekly will be used.

* * *

Al Wolf, manager of Talking Picture Epics in Dallas, spent two days in the hospital having his tonsils removed. He has fully recovered and is again talking in his lusty voice as usual.

* * *

F. D. Wilke, of the Boulevard in Houston, was in Dallas Tuesday after an absence of several months. "All's well on the ship channel," he said.

* * *

Morris Schulman, of Bryan, was doing a lot of heavy booking for the Palace last week. Schulman says he will wait until the Sunday law goes into effect before making his final attempt to get his house open.

Willard Young, formerly of Columbia, has joined the Fox selling ranks to take the place of Tom Binford, who was called by death last week.

* * *

J. H. Hughes, who with Don Rau, will soon open a new theatre in Rusk, Texas, was in Dallas last week with Tom Grammer, operator, looking into equipment purchases. Hughes formerly lived at Sherman.

* * *

E. J. Callahan, of Crockett, was a mighty busy exhibitor on Film Row Tuesday.

* * *

A. C. Bray, who is building a new theatre in Gladewater, his home town, was closing equipment contracts in Dallas the past few days.

* * *

The Film Exchange cafe, under the personal direction of Pete, the Sap, has been given a new coat of paint, along with which goes a noticeable improvement in food fare ovr which filmotaointaoeea fare over which film customers are congratulating Peter G. Anderson.

GUINAN SALES MGR.

Former F. N. Man With Big 4

New York — Tom Guinan, formerly assistant sales manager of Big 4, assumed the post of sales manager at the home office, where he will direct an intenseive sales campaign on the company's new lineup of twelve westerns and eight melodramas. Guinan has been connected with Vitagraph, and has held various positions concerned with sales promotion in the major companies, coming to Big 4 from First National.

15% Off on Parts for All Projectors

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

BLIZZARD
AIR MASTER
Destined to Revolutionize the Cooling Industry.

Two and a half years' work in the laboratory has given theatres a cooling system far superior to the present methods of washed air.

With its Dual Cooling Surface it Washes, Dries and Cools the Air to a delightful degree.

Write or Wire for Particulars and Our Low Factory Prices and Terms.

J. O. FORD
Factory Representative
BLIZZARD SALES CO.
Box 594 — Dallas, Texas

Takes a Cut

All employees of Warner Bros.' Theatres in Oklahoma City have voluntarily accepted a cut of 5 per cent of their wages, including musicians and stage hands.

Outdoor Advertising

(Continued from page 3)

door advertising was defeated in this case. No doubt many people depended on this one location to take a quick look to see what's playing at the Palace, but not any longer since the information proves to be unreliable.

If a location is worth one sheet at all—if it is close to a competitive theatre—if it is worth a specially constructed frame, it is certainly worth a one-sheet with current dating.

Around the town in general, lots of paper on "Trader Horn"—big stuff, is left up on the boards advertising the film for the road show engagement at the Melba starting March 20, while the picture is playing second run the past week at the Palace.

There are few billboards at this time in and around Dallas but what are weeks out of date and from an advertising angle the publix ad experts are either laboring under a misconception in appealing to the public or else there is no money in the budget for covering up or pasting new paper.

The same situation exists generally over the state. A south Texas film salesman says that out-of-date paper is scattered over Houston and San Antonio, sometimes the paper becoming so old as to flop in shreds in the wind and causing the ire of civic authorities.

Every showman, no matter the size of his town, should certainly remember that there's a two-fold task in connection with outdoor theatre advertising. The paper must be put up and dated and it must be covered with new paper or scraped down when the attraction is played. This rule is necessary only for the simple matter of keeping faith with the public and to get full results from the outdoor angle of advertising.

Closes Capitol

Having operated the RKO Capitol but a few months the RKO Southern Corporation has closed down the Capitol, first-run house on Elm street in Dallas. The shutdown is looked upon as only temporary and by fall it may be reopened under a new policy.

Gwynn Sells Out

(Continued from page 3)

organizations. He was an official in the M. P. T. O. of Texas and later of Allied. He broke connections with the latter some time ago and lately assisted in establishing the Theatre Owners Protective Association, of which he is now one of the officials.

Mr. Gwynn was noted for his unselfishness in espousing the cause of the independent exhibitor. He spent much of his time in doing legislative work for the benefit of theatres in general and during the past two months spent a great deal of time at Austin helping to kill censorship, receipts tax measures, and aiding the passage of the new Sunday law.

Whether or not he will re-enter the theatre business is unknown at this time.

Hopeful

Harry Robinson, of Film Trucking Service, is all geared up for his campaign to be elected to the Detroit Common Council. With 100% backing of Detroit exhibitors he feels that he will be elected and have a chance to serve Detroit exhibitors. He has had sound reels made and these will be used in a great many theatres throughout the city.

In New Home

Next week the Fox office will be in its new home at Wood and St. Paul streets, Dallas. The move will be made on June 18, according to C. E. Hilgers, manager.

Columbia Will Not Cut

(Continued from page 3)

them to go in except on box office merit alone.

Columbia's other example to the trade which may have a more far-reaching effect than we realize, is that it will not cut salaries. The public feels that the picture industry is about the only business that is prospering. Twenty and thirty per cent cuts in salaries doesn't sit very well for that reason.

Columbia will get more publicity and more return in favorable reaction from the public than it will save in a few thousand dollars from salary cuts. Besides the morale of its personnel will be keyed to a high pitch. Everybody working for Columbia feels like working.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

COOLING!

Is The Pivot on Which Show Business Revolves

Seats are Filled According to the Efficiency of Cooling

BUFFALO **AIR WASHERS & DISTRIBUTING UNITS**

have always been regarded as the *COOLING EQUIPMENT* which does the work more thoroughly, economically and sells more seats

One of our sales engineers will survey your theatre immediately at your request

Buffalo Engineering Co., Inc.

311 S. Harwood GEO. W. THORNTON, Gen'l Mgr. DALLAS, TEXAS

HEART OF N. Y.
ATHROB AS STARS
OF "CIM" AND "SKIPPY"
SMASH TOWN . . .

Sophistication Ditched! Heart

NEW YORK'S GREATEST CRI

William Boehnel, World-Telegram

"Dix has topped his work in 'Cimarron.' Has all the ingredients a popular film should have—laughter, tears, and thrills. Excellently played and directed. It's worth seeing."

Regina Crewe, N. Y. American

"Richard Dix does it again! . . . offers a gripping characterization which equals his best efforts. Ideal combination of thrills, tears and laughter . . . about the acme of popular motion picture entertainment. Highly hilarious sequences fill the Mayfair with long, loud laughter . . . furtive kerchiefs dab at tears that just won't stop flowing. Our congratulations to Radio Pictures on 'Young Donovan's Kid.' It's a winner."

Irene Thirer, Daily News

"Here's one to make you laugh and cry. It's a tear-jerker . . . all of its sentimentality rings true. Loads of action and a big kerchief full of tears. You'll go strong for 'Young Donovan's Kid' if you're human—and who isn't?"

Don Hancock, Film Daily

"Jackie Cooper gives remarkable performance in tear-producing drama. Great audience appeal. Tear-jerker par excellence . . . sure-fire audience getter."

Batter Down Depression With This B.O.Dynamite

RICHARD DIX AND JACKIE COOPER BREAK RKO-MAYFAIR RECORDS IN YEAR'S GRANDEST TEAR-JERKER "YOUNG DONOVAN'S KID"

Interest Has Field Day!

TICS WRITE THIS TITAN AD:

Julia Shawell, Evening Graphic

"Gangster vehicle for Richard Dix worthy of 'Cimarron'. Dix and Jackie Cooper give outstanding performances...had every audience sobbing yesterday. Dix is grand. Packs an appeal that should make it a smash hit in the program variety. Best attraction the Mayfair has had in many weeks."

Motion Picture Daily

"Highly dramatic and entertaining talker. Human interest story which packs a wallop throughout."

Pare Lorentz, Evening Journal

"Great performance given by Jackie Cooper . . . a youngster who will tear your heart out . . . a child actor with enough appeal to melt the heart of an undertaker's assistant. He's great. That lad could perform 'Macbeth' and I'd like it."

Marguerite Tazelaar, Herald Tribune

"Strong human interest film . . . directed with admirable speed. Dix a melodramatic performer of the first water . . . Jackie Cooper a moving and convincing actor."

Radio PICTURES

. . . Supreme Set-up for Hard Hitting Premieres

GIBSON CONTRACT

Star Under Allied Banner Says Hoffman

Hollywood — M. H. Hoffman, Sr., of Allied Pictures, advises that his attention has been directed to the fact that representatives and salesmen of various companies have been promising their customers a series of Hoot Gibson productions, to be produced by their respective companies.

"Exhibitors should be warned," he said, "that Hoot Gibson is under an exclusive long-term contract with Allied Pictures Corp., and that no other company can have any current releases of Hoot Gibson, and that anything to the contrary is a misrepresentation."

M. H. Hoffman, Sr., has just returned from New York, highly enthused over the favorable reviews on "Clearing the Range," and the completion of an elaborate Hoot Gibson year book. He has already begun work on the first of six exploitation specials which he will produce during the coming season.

"Without Children," by E. Morton Hough, is already in preparation. It will be followed by five more productions all aimed at extended runs in deluxe theatres and built for intensive advertising and exploitation, he said.

Important RKO-Pathe Productions in Work

Culver City — Production continues at high speed at the RKO Pathe studios in Culver City under the supervision of Charles R. Rogers, vice-president in charge of the studio. Three features and four two-reel comedies are in production at the present time, with two additional features and four more shorts scheduled to start within the next week.

"The Mad Marriage" is the latest feature to reach the filming stage. Director Tay Garnett has started camera work on this new Helen Twelvetrees feature and Ricardo Cortez and John Garrick head the supporting cast.

"The Iron Chalice," which marks the beginning of a stronger and more important type of Bill Boyd feature, is now well under way with Fred Niblo directing. Boyd's supporting cast is one of the finest yet assembled on the RKO-Pathe lot and includes Dorothy Sebastian, Warner Oland, James Gleason, Zasu Pitts, William Collier, Jr., June MacCloy, Ralph Ince and Geneva Mitchell.

Director Al Rogell has practically completed "Sweepstakes," first of the Eddie Quillan features on the new program. Lew Lipton wrote this rack-track story and the cast includes James Gleason, Marion Nixon, Lew Cody and Paul Hurst.

Comedies now being filmed include "I'm Tellin' Ya," first of the Arthur "Bugs" Baer Rufftown series starring Jimmie Gleason and directed by George Green; "Oh, Marry Me!" starring Daphne Pollard and directed by William Watson; and "June First," the initial two-reeler of the Gold Digger series featuring June MacCloy, Marion Shilling and Gertrude Short. Don Gallagher is directing the latter.

Features soon to be started are "Devotion," starring Ann Harding and directed by Robert Milton, and "The Lady Killer," in which Eddie Quillan and Robert Armstrong—the duo of the highly successful "Big Money"—will be brought together again.

Sign Muni

Hollywood—Paul Muni has been selected by Howard Hughes for the leading role in "Scarface," the forthcoming underworld thriller by Armitage Trail.

DRESSLER STORY

Original Play Written for Actress

Hollywood—Marie Dressler will be starred in a story written especially for her by Frances Marion when she starts work in the near future on "Emma." Miss Marion is the author of "Min and Bill," in which Miss Dressler was seen with Wallace Beery, and also wrote the scripts of "The Secret Six" and "The Big House." "Emma" is said to afford more opportunity for unusual characterization than any of Miss Dressler's earlier roles, and will be directed by Charles F. Riesner, who directed the actress in "Reducing," "Caught Short" and the newly-completed "Politics."

To Start Western

Hollywood — Shooting having been completed on Columbia's Buck Jones big outdoor special, "Branded," production on "Ex-Ranger," temporary title of the company's next vehicle for the rugged westerner, will begin as soon as a suitable supporting cast has been signed. The picture is the second production in the new Buck Jones series under the cowboy star's recetn long term Columbia contract.

'They Wouldn't Trade Their

UNIVERSAL

SOUND-ON-FILM

for any other sound equipment on the market

Ronile Theatre Dallas, Texas.
Texan Theatre Junction, Texas
Joyland Theatre Beaumont, Tex.
Circle Theatre (Col.) Dallas, Texas
Palace Theatre Frankston, Tex.
Star Theatre Humble, Texas
Lamar Theatre Paris, Texas
Palace Theatre (Col. Dallas, Texas
Star Theatre Teague, Texas
Liberty Theatre Tyler, Texas
Grand Theatre Mineral Wells, Texas
Lyric Theatre Dallas, Texas
Palace Theatre Fredericksburg, Texas
North Texas State Teacher College, Denton, Texas

— They know UNIVERSAL is standard equipment thruout. . . . That it performs as beautifully as the highest priced sound. . . . That the results are just as good. . . . That their security from patent infringements is just as strong as on any other equipment . . . That UNIVERSAL costs about one-third of the amount of high priced systems.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

We're not FISHING for Compliments but HERE'S A TRUE FISH STORY THAT WE'RE PROUD TO PRINT!



COLONIAL No. 1 JASPER | STAR No. 2 PARRISH | DIXIE No. 3 CORDOVA | PASTIME No. 4 DORA | CRYSTAL No. 5 OAKMAN

Consolidated Theatre Company, Inc.

Joe Johnson, Dora
Purchasing Agent

ALL SHIPPING INSTRUCTIONS TO JASPER AND DORA

John M. Johnson, Jasper,
Manager of Shows

Jasper, Alabama, May 19 1931

Columbia Pictures Corp.,
729 Seventh Avenue
New York City

Gentlemen:

I want to compliment you on the consistent high quality of your product. I have bought every picture you have made.

I play Columbia 100%, and only make three changes per week, and every day I play Columbia, I can go fishing, for I know that I am having a good show.

Cordially yours,

John M Johnson

Columbia's SURE FIRE HITS MAKE BUSINESS a PLEASURE!

Exclusive Service for RKO-Pathe Stars

Hollywood — The RKO - Pathe stars are going to appear exclusively under its banner, according to Ned E. Depinet, vice-president and general sales manager of the company. The six stars composing the Personality Group are Constance Bennett, Ann Harding, Helen Twelvetrees, Ina Claire, Bill Boyd and Eddie Quillan. In addition, six feature Westerns will be produced.



Ned Depinet

RKO - Pathe is making excellent progress on its schedule of 21 star specials in the Personality Group announced for the new season. Already four specials have been completed and two are in production. Chas. R. Rogers, vice-president in charge of production, has his studio functioning at top speed.

Constance Bennett will be starred in four productions, the first of which is "Common Law," by Robert W. Chambers. Paul L. Stein recently completed the direction of this feature which is said to far surpass Miss Bennett's recent vehicles, "Born to Love" and "Sin Takes a Holiday," which enjoyed box-office success.

Helen Twelvetrees is now making the second of her quartette of vehicles. "A Woman of Experience," the star's first release, is a dramatic story by John Farrow which was directed by Harry Joe Brown, associate producer at the RKO-Pathe studio. William Bakewell plays opposite Miss Twelvetrees in a cast that includes Lew Cody, H. B. Warner, Zasu Pitts, Franklin Pangborn, Nance O'Neil, George Fawcett and Edward Earle. Helen's second release, which is being made under the title of "The Mad Marriage," is a Jack Lait story.

Ann Harding will start her season's quartette with a Pamela Wynne story temporarily titled "Devotion."

Ina Claire's appearance in the Personality Group is in "Rebound," a talking picture version of the Donald Ogden Stewart play produced by Arthur Hopkins in which she scored on the stage. Edward H. Griffith, director of "Holiday," guided the star in this vehicle.

Eddie Quillan has completed "Sweepstakes," first of his four specials. Marion Nixon plays opposite Eddie and James Gleason is chief aide in fun-making.

Bill Boyd has started his four he-man specials with a dramatic story by Octavus Roy Cohen, being made under the tentative title of "The Iron Chalice."

Production on the two-reel comedy program is well apace with the feature output. An ambitious part of the company's plans for next year are its short subjects. The high spot of the shorts will be "Floyd Gibbons' Supreme Thrills," supervised for the Van Beuren Corporation by A. P. Waxman and Michael Mindlin.

JUNE RELEASES

Para. Announces Some New Product

New York—Charlie Ruggles' first starring picture and Charles Rogers' first dramatic characterization will constitute the highlights on Paramount's June release schedule. Ruggles, who has been stealing pictures ever since his appearance as a screen comedian, gets his big chance in "The Girl Habit," in which he is supported by Sue Conroy and Tamara Geva. Rogers' role as the cowardly young spendthrift in "The Lawyer's Secret" is a powerful one which he plays in a manner which will astonish those who have seen him in nice boy parts, according to reports.

The June release schedule is as follows:

June 6: "The Lawyer's Secret" featuring Clive Brook, Richard Arlen, Charles Rogers, Fay Wray and Jean Arthur and directed by Max Marcin and Louis Gasnier.

June 13: "The Vice Squad," featuring Paul Lukas, Kay Francis and Helen Johnson and directed by John Cromwell.

June 20: "Newly Rich," featuring Mitzi Green, Jackie Searl, Edna May Oliver and Louise Fazenda and directed by Norman Taurog.

June 27: "The Girl Habit," featuring Charlie Ruggles. The cast includes Donald Meek, Sue Conroy and Tamara Geva. Direction by Eddie Cline.

June 27: "I Take This Woman," co-featuring Gary Cooper and Carole Lombard and co-directed by Slavko Vorkapich and Marion Gering.

Resume Chimps

Hollywood — After a long layoff, the popular Tiffany Talking Chimps resume work again on 'Cinnamon," a burlesque on the current western super feature of a similar name. "Africa Squawks" is the most recent chimp talker completed.

NEWS BRIEFS

Ralph Ince, producer, director and star in his own right, has been secured by RKO-Pathe to play one of the featured supporting roles in "The Iron Chalice," Bill Boyd's first starring picture on the new program.

* * *

John Francis Dillon, director of innumerable recent screen hits, has been signed by Columbia Pictures to direct "Pagan Lady," an adaptation of William Du Bois' sensational stage play of the same title.

* * *

Two Universal features were completed last week at Universal City simultaneously. They are "East of Borneo" and "Ex-Bad Boy."

* * *

Carman Barnes, school girl author who became a Paramount star overnight as a result of a recent screen test, will make her film debut in "The Road to Reno," in which she will be co-featured with Charles Rogers.

* * *

Two sisters playing the role of sisters in a motion picture is one of the rare film developments which has just taken place in the forthcoming production of "Personal Maid," work on which has been started in Paramount's New York studio. Nancy Carroll will star in the role of Nora, the personal maid, and announcement is made that the role of Nora's sister, Anna, will be played by Terry Carroll, sister of Nancy.

* * *

On the strength of his success with several comedies he directed during the current season, William Goodrich has been assigned the post of principal director on the Educational comedies to be made next season at the Educational studios.

* * *

Howard Hughes's air comedy, which is being made as a companion picture to "Hell's Angels," will be released under the title of "Sky Devils." It had been in production since Monday as "Ground Hogs."

* * *

Trem Carr production this week on another Tiffany action western "Near the End of the Trail," starring Bob Steele. Marion Shockley has been chosen for the leading feminine role. Wally Fox will direct.

* * *

"Women of All Nations" and "Daddy Long Legs," two forthcoming Fox productions, are to be released on a day and date basis in 300 cities, the first named starting May 29.

* * *

After three weeks of search, Director Frank Borzage has awarded the lead in Vina Delmar's "Bad Girl" to Sally Eilers.



JOE BRANDT

president of Columbia Pictures Corp., who declares he is opposed to salary cuts within his organization. "More money can be saved in careful production in the studios than in the minor sums deducted from the pay of men and women in the field," Brandt declares.

WITH COLUMBIA

Medbury Remains Under Strict Contract

New York—Because of rumors current in the press to the effect that John P. Medbury has been signed to do a series of shorts for another company, Columbia Pictures makes the following announcement:

John P. Medbury is under an exclusive film contract to the Walter Futter organization, to make a series of thirteen featurettes to be known as Columbia "Travel-laughs." Mr. Medbury will write the dialogue and supply the off-stage voice as well. According to the terms of the contract, Medbury is prohibited from writing for any person or corporation with the exception of the King Features Syndicate, which organization has distributed his columns, "Mumble and Mutter" and "Maybe I'm Wrong," for a number of years.

Extend Contracts

Hollywood — William LeBaron, vice-president in charge of RKO-Pathe Pictures production, has announced the extension of four important contracts. The new long term agreements are with Lowell Sherman, actor-director; Herbert Brenon, director; Hugh Herbert, actor-writer-director; and Ivan Lebedeff, now being featured in his own story, "Strange Women." Lowell's first acting-directing vehicle, under his new contract, will be "Honor Be Damned," an adaptation of Willard Mack's stage play. Brenon's next story has not been selected.

Operators Agree to Rebates

During Summer Months; Plan Affects Only Major Circuits; 427 Units Agree to Plan.

New York—Although so far the plan does not affect the independent theatres and small circuits, it is understood that projectionists' unions throughout the country have agreed to a plan by which their members employed by six major circuits throughout the country will rebate part of their summer wages. The plan was proposed by William Canavan, president of the I. A. T. S. E. and M. P. O. Results of the national vote on the subject taken by 685 locals indicates that 427 units have agreed to the idea.

The plan, which is said will relieve big exhibiting organizations during the hot months, was instituted June 8. Projectionists receiving $60 a week or less will rebate five per cent while those getting more than $60 will turn back 7½ per cent. Circuits involved are Publix, Loew, Warner Bros., Fox, RKO and Universal.

SCREEN ADS TO REMAIN HERE

Despite Recent Reports to the Contrary; Sponsors Haven't Cancelled Their Appropriations.

New York — Despite the fact that sponsored shorts have been reported dropped by several producers, advertising appropriations have not been cancelled by national advertisers, it is reported here.

Several of the national advertisers believe that, although some of the major circuits have dropped the idea that the move is a temporary one and that the sponsord short will again gain popularity with the coming of fall and winter.

According to Bernard Lichtenberg, chairman of the Association of National Advertisers and vice-president of the Alexander Hamilton Institute, advertisers will turn to vaudeville acts as a publicity medium. He believes such a movement would reopen thousands of dark vaudeville houses.

It is also reported that Fox Theatres are considering the possibilities of local ad-film tie-ups with merchants.

Pictures Not Blamed

For Poor Attendance at Theatres, According to B. P. Schulberg, of Paramount.

Hollywood—Poor product is not the cause of poor theatre attendance, according to B. P. Schulberg, in charge of Paramount studios, who says the reason for the falling off of business is because the people haven't the money.

"We have learned that pictures are not a necessity, although we long had held the belief that the world could not do without films," he said. "There never have been better pictures than in the last year."

In speaking before the Academy of Motion picture Arts and Sciences last week, Schulberg said that negative costs must be cut from 20 to 40 per cent to conform with the lessened buying power. Discusing production costs the Paramount studio chief said he could not understand why 140,000 feet of film should be shot to make a 6,000-foot picture. "Too much time is wasted on unnecessary shots that never go into pictures," he declared.

SCREENS TO AFRICA

Circuit Now Has 73 Vocalite Surfaces

Roosevelt, N. Y. — The Beaded Screen Corporation has just shipped nine additional Vocalite beaded sound screens to African Theatres, Ltd., at Johannesburg.

This brings the total installations of Vocalite to 73 screens, or a total of 20,121 square feet, for this circuit of theatres.

Other recent installations among the major theatre circuits include a Vocalite beaded screen at the Paramount-Publix Kingston Theatre, Kingston, Pa., and another at the Publix Broadway Theatre, Newburgh, N. Y.

The Vocalite beaded screen is fast becoming the industry's recognized projection surface.

URGES "REPEATS"

Paramount Suggests Return of "Skippy"

New York—Due to the tremendous and continuing popularity of "Skippy," Paramount has issued an eight-page broadside calling the attention of exhibitors to the profits possible with repeat bookings of the picture.

The broadside, which is illustrated and of press book size, points out that school is or will soon be out and that children who missed the first showing of the picture should have another chance to see it. It also contains reports of the business done by "Skippy" and outlines plans for publicizing repeat showings.

This is the second repeat-booking broadside ever issued by Paramount. The first was distributed to boost return engagements of "With Byrd at the South Pole."

Tarzan Story

Hollywood — Edwar Rice Burroughs, author of "Harzan of the Apes' 'and its various sequels of African adventure, as well as many other novels bordering on the weird and fantastic, has been commissioned by Metro-Goldwyn-Mayer to prepare an original screen script woven about the character of Tarzan. No title is yet announced for the story.

Starts Thriller

Hollywood — "The Mystery Train," a melodramatic thriller, will be the next story to be produced in the series of feature pictures Larry Darmour is making for the independent market.

Innocent Exhibitor Favored by Ruling

New York—A decision on exhibition contracts, which is expected to have universal effect, was made in the supreme court, New York county, last week when Judge Valente ruled that in event of a dispute over the right to a picture, the second exhibitor to buy the product constitutes an innocent party in the situation and as this party must not be injured, he is entitled to the film.

The decision was rendered in a case wherein Coy Operating Co. asked an injunction against Tiffany and RKO and the Long Island Operating Co. to prevent the latter from playing "Hell Bound" ahead of it. Judge Valente denied the petition and dismissed the complaint.

The petitioner claimed that by virtue of contract, it had prior right to play the picture at the Merrick Theatre, Jamaica. The defendants declared that the picture Coy had bought was specified as James Cruze production Number 190 and not "Hell Bound."

New Title

Hollywood — "Transgression" is the new title that supersedes "The Next Corner," Herbert Brenon's latest production for Radio Pictures.

TO COMPLETE 12

Fox Has Good Start on New Program

Hollywood—Twelve of the 48 pictures on the 1931-32 Fox Film program will be completed before the beginning of the new season on August 9. New improvements at the Fox Film studios have enabled work to progress at greater speed than ever before.

"Young As You Feel" and "The Plutocrat," both starring Will Rogers, are two of the twelve productions. Others are "Transatlantic," with Edmund Lowe, Lois Moran, Greta Nissen and Myrna Loy; "Merely Mary Ann," with Janet Gaynor and Charles Farrell; "Wicked," with Elissa Landi, Victor McLaglen and Allan Dinehart; 'She Wanted a Millionaire"; "Over the Hill," with Mae Marsh; "The Brat," with Sally O'Neill; "Sob Sister"; "Riders of the Purple Sage"; "Skyline," with Thomas Meighan, Maureen O'Sullivan and Hardie Albright, and "Bad Girl," with Sally Eilers and James Dunn.

Quillan's First

Hollywood — Eddie Quillan's first vehicle on the new season's RKO-Pathe schedule will be "Sweepstakes," a comedy melodrama of the race tracks in which Marion Nixon and James Gleason are the chief support.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE KANSAS CITY, MO.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

FOX

Body and Soul, Charles Farrell—Business poor. No drawing card for a small town. Lost money on it.—L. J. Parent, Gem, Winthrop, Maine.

M-G-M

Parlor, Bedroom and Bath, Buster Keaton—Keaton in a laugh fest that will knock them cold. Good for two nights anywhere. Picture could stand a little censoring in spots. Plenty of funny action. Advertising good. Recording on disc fair but they won't hear half the talk anyway on account of the laughter.—J. W. Crabtree, Metro, Clarendon, Ark.

Billy the Kid, John Mack Brown—A good six reel picture stretched into a poor 11-reel feature. Draggy in many places. Has some spots of good action. Will please about 50 per cent. Too long for Saturday Nights. Advertising good and will draw them in.—J. W. Crabtree, Metro, Clarendon, Ark.

Never the Twain Shall Meet, Leslie Howard — Business was fair. Good photography and good acting. Weather okay.—J. W. Bishop, Ansonia, Wadesboro, N. C.

Gentleman's Fate, John Gilbert, Louis Wolheim. Made the big mistake of playing this on Saturday night. It is 10 reels too long. John Gilbert O. K. as to voice. Just no story to work with and what little there was dragged out about 4 reels too long. Ending by Gilbert getting killed. As one patron said, "Wish they had croaked him in the first." Gilbert pulled off a cry scene when he found his girl had married someone else that made the house laugh heartily. Don't believe this picture will please over 25 per cent in small towns. Recording on disc spotty. Advertising poor, especially the 11 by 14's.—J. W. Crabtree, Metro, Clarendon, Ark.

Trader Horn — A picture with many thrills and action. Not a good picture for small towns.—Elma Theatre, Elma, Iowa.

PARAMOUNT

City Streets, Gary Cooper—Fast moving, highly entertaining gangster picture with a great ending. Good business in fair weather.—J. W. Bishop, Ansonia, Wadesboro, N. C.

RKO

Cimarron, Richard Dix—A great picture, pleased everyone. Doubled our box-office receipts.—Elma Theatre, Elma, Iowa.

STATE RIGHTS

Clearing the Range, Hoot Gibson—Did good business. Good outdoor western drama. Will appeal to small town audiences. Weather fair.—Half Moon Bay Theatre, Half Moon Bay, Calif.

Clearing the Range, Hoot Gibson—We greatly enjoyed having Hoot Gibson back on the screen again in a good clean comedy and action picture. The star always draws the crowds and pleases everyone.—Broadway, Burlingame, Calif.

Ten Nights in a Bar-room, Wm. Farnum—Unusually fine entertainment. Audience reaction great.—C. C. Brown, Majestic, Kankakee, Ill.

Primrose Path, Helen Foster.—Picture good but business bad. We think title was bad for us.—Roxie, Reno, Nev.

TIFFANY

Caught Cheating, Charles Murray and George Sidney—This picture is far below what the critics said for it. They said plenty of laughs. Audience walked out unpleased. Don't do any extra advertising on this one.—C. F. Bonner, Community, Pine Bluff, Ark.

UNIVERSAL

Resurrection, John Boles — Business poor and on a Saturday night, too. Don't waste money on it. Poor for small towns.—L. J. Parent, Gem, Winthrop, Maine.

Fingerprints, serial. Here is a real serial, one that will keep'em guessing and bring them back. Exciting suspense, action, good story. Only kick is that the heroine is as ugly as the proverbial mud fence. Hard to get any enthusiasm up over a sister like that. The girls all feel sorry for the poor hero for falling for a dame like that, and the boys wonder why in the h— he don't let her drown so he could pick a nifty looker. However, the action and story are so good that you can overlook some things. On fifth episode and every one has been more than good. Recording on disc good. It will make money for you.—J. W. Crabtree, Metro, Clarendon, Ark.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

City _____ Theatre _____

State _____ Exhibitor _____

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Shorts Importance Stressed by Roach

Hollywood—Importance of playing up short features in advertising is stressed by Hal Roach in commenting upon the new M-G-M short product line-up. Roach declared exhibitors are finding it profitable to give name comedies "the advertising space they deserve."

"The important thing now," he said, "is for the small exhibitors as well as the men in the big city to increase their profits by proper exploitation of shorts.

"I suppose many exhibitors don't realize the difference between ordinary program fillers and comedies which, from every production angle, must be looked at the same as feature productions. For many years our aim has been to make our comedies short features in the exact meaning of that phrase. We are selecting stories and casting for type exactly as we would do for full length pictures. We are leaving no stone unturned to produce dialogue comedies differing from longer features only in the matter of footage.

"Some theatre managers have had the idea that a feature must be plugged even if it is a bad one, just because it is a feature picture. I can't agree with that. If a grade A comedy is placed on a program with a grade C feature picture, is it fair to disregard the comedy in billing and thus overlook a chance to build up the weaker feature picture?"

Forty comedies are on the 1931-32 production schedule at the Roach studio, now under way. These include eight Laurel-Hardy pictures, eight releases in the new Zasu Pitts-Thelma Todd series, eight Charley Chase comedies, eight "Our Gang" films and eight Boy Friends releases.

Feminine Trade

A "WOMAN'S Page" clip sheet, edited by Eve Bernstein of RKO-Pathe, is being sent to editors as an added accessory in the exploitation of the company's women stars. Sheet carries fashion stories, recipes, style descriptions and other items of interest to the feminine public.

Newspaper Extra For "Finger Points"

HARRY MARTIN, manager of the Brown Theatre, in Louisville, Ky., startled people in his city by preceding the showing of Richard Barthelmess in "The Finger Points" by issuing a newspaper "extra" dealing with the "Murder of a Well-known Reporter." The extra was issued late in the evening, loud lunged newsboys carrying it into all sections of the city.

The pink issue had all the earmarks of a genuine newspaper and created a lot of excitement. Martin followed the "extra" with a midnight showing of "The Finger Points," crowding the theatre to the limit and getting the biggest opening gross the Brown Theatre has known.

Here's Inexpensive Exploitation

J. W. CRABTREE, manager of the Metro Theatre, Clarendon, Ark., put over a dandy, inexpensive stunt for "Behind Office Doors," the total cost of the compaign being $4.35 and this was for newspaper space.

Crabtree borrowed an office door and put it between two 3-sheet boards, giving the effect of an entrance to an office. Silhouette figures of a man and a woman embracing were pasted on the glass door. An electric light was put behind the door and the whole thing placed in the lobby.

A sign was placed over the door which read: "For Adults Only. This picture not suitable for children or foxy grandpas with high blood pressure." One-sheet boards were placed on each side of the display. The total expense of this display was NOTHING. The office door was secured for two passes.

In addition to this display Crabtree used 500 heralds, three one-sheets, one set of 11x14's, two 3-sheets and one specially made sheet using clippings from press sheet.

According to Crabtree, the lobby display "attracted attention and plenty of it."

AD - it - orial

The Theatre Seeks the Patrons

By William Jacobs

REAL ability now takes its rightful place.

The bluffers, braggarts, credit grabbers and lobby showoffs have had their day at advertising.

During the days of prosperity they bloom in artificial glory. In periods of depression they die miserably.

When every family had an overflowing surplus, it was no problem to fill seats. The chief worry then was to build theatres with huge capacities so that one could see and hear from any point.

People sought the theatre then. They stood for an hour or more in lines formed four abreast on sidewalks. They then waited in lobbies, crowded and rushed down the aisles for choice seats. They cut their dinner and lunch hours short in order to beat the crowd. They studied schedules. They climbed long stairs to balconies as a last resort in order to seek seats to enjoy most ordinary shows.

Depression has changed this dream of paradise. Patrons no longer seek the theatre. The theatre must now seek the patrons.

Sitting back and waiting for the producers to make box-office pictures, will not solve the problem. Presenting two mediocre pictures for the price of one will not consistently turn red figures to black. Cutting prices to a ridiculously low point will not increase receipts when the short-lived novelty wears off.

The theatre chain has to make up its mind to build a powerful seat-selling organization with efficient, enthusiastic and deservedly compensated manpower.

The individual operator has to make up his mind that he can no longer merely announce his attractions. He has to sell hard in his own individual way.

At one time Henry Ford's cars just naturally sold themselves. Now Henry has to spend millions in advertising to keep from losing his leadership.

The theatre still has a certain amount of lure.

Attention

To the left is a story of how one exhibitor made an attractive lobby display at no cost. Have you done something similar? Let's hear about it!

8 Reasons Why!

Increase Your Profits
Cut Your Costs

Vocalite Sound Screen
The Perfect Screen for Eye and Ear.

1. Two to three times more light on Screen.
2. High Intensity results—at Low Intensity costs.
3. Non-glare.
4. Third Dimension effect.
5. Perfect Sound.
6. Sells your Balcony Seats.
7. More Screen Light for less money.
8. Best for color pictures.

Superlite Sound Screen
Perforated-White-Diffusive

1. Same light at every seat.
2. Resists Chemical Reaction.
3. Good results where balcony is steep.
4. No eye fatigue.
5. Stands rough hard usage.
6. Yellow Back improves the Screen.
7. High and Low lights are perfect.
8. Good Sound—No Distortion.

The Nerve Centre of Your Projection!

An old or dirty screen ruins any picture.
A new screen will save you money.
Exhibitors all over the World are replacing their old screen with Vocalite or Superlite.
The cost is trifling—a few cents a day.

BEADED SCREEN CORP.
Roosevelt, N. Y.
Executive Office
47 W. 24th St., New York



Approved by All Leading Makers of Sound Equipment

Easy Convenient Time Payments If You So Desire

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
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Producer_____
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Comments_____
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Exhibitor's Name _____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ONE COMPLETE turntable and Audak pickup; attachments any projector; good equipment. $20.00 gets both. Public Address Service Co., Dallas, Texas. 6-12

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00 Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St. Toledo, Ohio. 6-9

GOOD-ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

THEATRES FOR SALE

GOOD PAYING HOUSE in county seat town. J. C. Kennedy, De Smet, S. D. 6-16

500-SEAT THEATRE—DeForest equipment; no competition; confectionery store in connection; both doing good business; wonderful proposition. Murray Brothers, Cambridge Springs, Pa. 6-9

ONLY SHOW in county seat town of 2500; no sound; an opportunity; oil prospects; terms. Investigate! Ideal Theatre, San Diego, Texas. 6-9

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

EQUIPMENT WANTED

LARGE FAN for cooling theatre. Must be reasonable. Box 35, Newburg, Mo. 6-9

WANTED — Sound and silent film cameras, portable and sound-on-film projectors, amplifiers, bulbs. Claude and Caesar, Kirklin, Ind. 6-9

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

SOUND PROJECTIONIST—Experienced on RCA or Western Electric. Ray Myers, 223 16th St., Cairo, Ill. 6-9

YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc
4704 East Ninth St.

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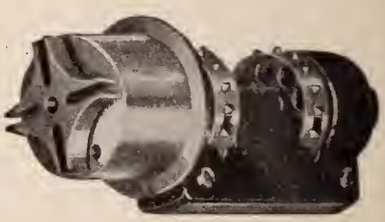
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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Women of All Nations

Fox—72 Minutes

Cast: Victor McLaglen, Edmund Lowe, Greta Nissen, El Brendel, Fifi Dorsay, Marjorie White, T. Roy Barnes, Bela Lugosi, Humphrey Bogart, Joyce Compton, Jesse De Vorska, Charles Judels. Directed by Raoul Walsh.

This snappy story of the U. S. Marines might be called a sequel to "The Cockeyed World," but does not pack quite the punch the former story had. Follows the adventures of these two hard-boiled characters who are continually trying to outsmart each other in their affairs with the ladies.

McLaglen as Sergeant Flagg continues in the Marines, while Lowe as Sergeant Quirt takes a fling as a beauty parlor manager. He gets in wrong with the police who raid the beauty shop and Quirt takes refuge in the recruiting office in charge of Flagg. Seeing a chance to get even and win himself an extra week's furlough, Flagg agrees to cover him up provided he signs up for another enlistment with the Marines.

Then follows a good-will cruise with the two sergeants continuing their rivalry for the beauties in the various ports with the wind-up occurring in a Turkish harem with both of them making a play for the favorite wife and the unexpected return of the master.

Some good comedy is injected by El Brendel and his timely sneezes which has the sound of the so-called "raspberry". Plenty of names that mean money at the box-office and good direction and photography put it over well.—Southwell.

The Maltese Falcon

Warner Bros.—80 Minutes

Cast: Bebe Daniels, Ricardo Cortez, Dudley Diggs, Una Merkel, Robert Elliott, Thelma Todd, Otto Matieson, Oscar Apfel, Walter Long, Dwight Frye, J. Farrell McDonald, A. Borgato. Directed by Roy Del Ruth.

This is a type of picture any audience should enjoy. It is a detective mystery which will hold the audience's interest until the last reel. Many surprising incidents take place and the ending is totally different from other pictures of this type.

About three-fourths of the picture is taken up with the murder of four men and there is so much going on that the audience will be confused trying to keep up with any clues of the murderer. Anyway, it keeps them guessing.

The picture has comedy and burlesque woven in when necessary to relieve the tense melodramatic monotony. Good performances are given by Bebe Daniels and Ricardo Cortez, but the picture is mainly Cortez. Dudley Diggs is excellent in a character portrayal.—Jesse.

Up For Murder

Universal—67 Minutes

Cast: Lew Ayres, Genevieve Tobin, Purnell Pratt, Richard Tucker, Frank McHugh, Louise Beaver, Frederick Burt. Directed by Monta Bell.

A pleasing murder story—not big and not mediocre—but enough suspense and entertainment to satisfy the average fan. Genevieve Tobin is especially good as the society editor of the newspaper and who is the sweetheart of the publisher, Purnell Pratt. Lew Ayres delivers a fairly convincing performance and should get over very well.

Ayres is the young reporter who falls for the society editor. When he learns of the affair between the newspaper owner and Miss Tobin, he gets into a fight with the publisher and the latter is killed from a fall. The boy is put on trial for murder, but the girl comes to his rescue when she tells her story and Ayres is released.

"Up for Murder" has its good points and should please generally.—S. F. D.

The Lawyer's Secret

Paramount—63 Minutes

Cast: Clive Brook, Charles Rogers, Richard Arlen, Fay Wray, Jean Arthur, Harold Goodwin, Francis McDonald, Syd Saylor, Lawrence La Marr, Robert Perry, Wilbur Mack. Directed by Louis Gasnier and Max Marcin.

A murder story well handled which gets over nicely. It has some good names in the cast and several exciting situations. Rogers is seen in a different kind of a role and makes the best of it. Others are well cast and the direction is convincing.

The story concerns the killing of a gambler and shows how Rogers and Richard Arlen are swept into the case by circumstantial evidence. Clive Brook as the defending lawyer knows that Rogers is the son of a wealthy family and in his defense endeavors to keep his confidence from coming into the testimony, because of his love for the boy's sister. There is suspense in the story and it should please the majority.—S. F. D.

The Foolish Forties

Educational—20 Minutes

There are some good laughs in this Gayety comedy in which June MacCloy and Ford Sterling are featured. Sterling, long a favorite in the comedy field, again displays his comic talent and helps to put over a good comedy. June MacCloy is good as the feminine lead.

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The biggest premium proposition ever presented to the motion picture industry. No investment on your part if you meet requirements. Straight commission. Exclusive territories. Selling starts now. Deliveries commencing Aug. 15th. Only capable men who have made big money wanted.

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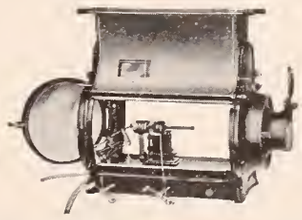
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THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

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THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

PLACING THE BLAME WHERE IT BELONGS

DURING the past week announcement was made of the closing of the Rialto Theatre, one of Broadway's leading long run stands. The closing, which is for an indefinite period and the first for this house in fifteen years, is attributed to shortage of meritorious product. A shameful situation to be announced publicly and especially for a house owned jointly by Paramount and United Artists. It seems to us an awful slur against the industry's production forces that one theatre, which ordinarily plays but from twelve to fifteen pictures a year, that such a small number of worthwhile attractions should be available. However, there may be another way of looking at the situation.

Broadway in New York is little different from Main street in Kansas City insofar as the first run theatre situation is concerned. A few years ago New York had but five or six first run houses, now there is double that number. In Kansas City the first run situation has also doubled, as it has in Indianapolis, San Francisco or any other key town that you care to name. When the producers first began their invasion of the theatre field, building houses with seating capacities of from 2,500 upward, a warning of overseating was sounded throughout the industry. But no heed was paid to it. The building campaign went merrily on and in the larger cities it even extended itself into the neighborhood districts, where now in most any large city will be found several handsome theatre structures with large seating capacities, which are not only drawing trade away from the downtown first runs, but also increasing the flow of red ink.

"Bigger and better theatres" was for several years the slogan of the producer-exhibitor as well as of some independent theatre operators. But it seems to have been carried too far. While some of these newer theatres have closed two and three smaller opposition houses, the seating capacities have increased to abnormally high proportions. With so many large theatres competing for trade the average good picture does not suffice as a drawing attraction. Super entertainment seems to be required.

Statistics will reveal the fact that there are more people attending motion picture theatres today than in its earlier prosperous days. But the attendance is distributed among so many houses, which, because of their large capacities, are only partially filled, that box offices are suffering. Every now and then a picture comes along that does big business all along the line. But that doesn't happen often enough to keep the bigger houses on the right side of the ledger. Every picture can't be a winner, no matter who is its producer. But, when there is only so much public money that is being spent for entertainment, it seems logical to follow that concentration of that revenue through fewer box office windows, with the attendant elimination of duplicated operating costs, is the solution to the problem.

Quality product is vitally necessary to this business. But, if the super-attraction is the only thing that will make for this industry's continued prosperity, it is, indeed, in a sad plight. A whittling down of over-seated situations to the normal requirements of each and every town will do more to pull the theatre end of this business out of the red ink than will the maximum number of supers it is possible for all the producers to make.

Ben Shlyen

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All Parts Replaceable

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Mr. Exhibitor:

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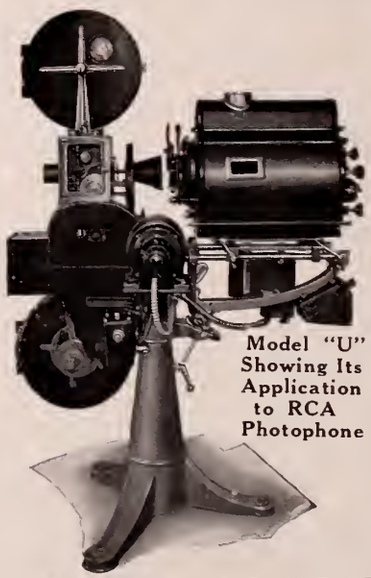
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NEW MODEL "U"
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JUNE 16, 1931
VOLUME VII NUMBER 14

MOTION PICTURE TIMES



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Second Release Now in Production

"WILD HORSE"

By

PETER B. KYNE

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Supporting Cast Includes

ALBERTA VAUGHN and STEPIN FETCHIT

Directed by

RICHARD THORPE and SID ALGIER

• • •

3rd. **"THE HARD HOMBRE"**
By Jack Natteford

4th. **"THE GAY BUCKAROO"**

5th. **A PETER B. KYNE STORY**
Title To Be Announced By Author

6th. **TITLE AND AUTHOR TO BE DECIDED BY EXHIBITORS**

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with SALLY EILERS

Story by
JACK CUNNINGHAM

Directed by
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M. P. Herald:
. . . Crackerjack Western Highly Entertaining . . . . . an Outdoor Thriller.

Hollywood Reporter:
Entertaining, hard-riding, died-in-wool Western . . . . . Audiences will enjoy it Gibson fine . . .

Hollywood Filmograph:
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M. P. Daily:
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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Circuit Theatres in Topa

Copyright Bureau Still on Job

In Southwest; Gabriel Hess in Letter to Motion Picture Times Discusses Copyright Situation.

Representatives of the Copyright Protection Bureau continue their activities in Dallas and throughout the Southwest, according to authoritative information. Bookers of some of the exchanges are finding themselves in nine holes when accounting to the bureau in cases where it is found that theatres have been playing

(Continued on page 8)

Tri-State Meet

Most Successful in History; Convention Attacks "Unhappy Endings."

Little Rock — Exhibitors representing the states of Arkansas, Tennessee and Mississippi met here last week for one of the most successful conventions in the history of the Tri-State organization.

(Continued on page 13)

WERTHEIMER SELLS

Financier Now Holds No Interest in R. & R.

N. Wertheimer, theatre financier, has disposed of his interests in R. & R. Theatres to E. H. Rowley and H. B. Robb, and now holds no interest whatever in these theatres except in theatre property in Corpus Christi.

Mr. Wertheimer was interested in the Arkansas Amusement Corp., operating the Royal, Capitol and old Palace in Little Rock. He was originator of the chain of theatres controlled by the R. & R. Development Company, working out financing for the construction of new theatres.

In Laredo he closed deals for real estate as well as in Corpus which made him an important financial figure in the expansion program of R. & R. which started a few years ago.

It is also reported that W. G. Underwood has disposed of his interests in Little Rock to Robb, Rowley and Publix.

BLIZZARD SALES

J. O. Ford Announces New Deals

J. O. Ford, factory representative of Blizzard Sales Co., says that deals have been closed with the St. Elmo at Houston; Mart Cole circuit for two of his towns; H. E. Brunson at Baytown, and with the theatre at Clinton, Okla., for Blizzard cooling systems.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Now is the Time for Independents--Weaver

Within five weeks, Buck Weaver, former film salesman who built a new house in Uvalde and sold it to Don Douglas and H. W. Little, will open an opposition house to Hughes-Franklin in Del Rio, he announced while on a visit in Dallas the past week. Friends along the row are said to have advised Buck that his present move would be business suicide. "And why shouldn't I go into Del Rio," Buck answered them.

While in Dallas Weaver wrote the following statement for Motion Picture Times in which he says now is the time for the independents to flock back into the industry:

V. W. Crisp,
Motion Picture Times,
Dallas, Texas.

Dear Sir:

Now is the time for all exhibitors to come back into the field again. This depression is a God-send for independent exhibitors. The independent can and will carry on while the big chains are cutting until it hurts them and weakens the stronghold they have occupied for the past few years.

The good old days will return when each town was independent and everyone made money, or at least a good living.

There are empty buildings in almost every town that can be revamped into good, clean talking theatres where it's possible to operate against the chains. This condition was not so a year ago. So now is the time for the boys who are out of work to promote a theatre in the chain situations. The landlords will help you and the film companies want their pictures played instead of just contracted for.

The competitive spirit is still the backbone of good business and the chain town population will support you. Let's get more theatres in operation and watch the boom return.

Yours truly,
C. H. (Buck) Weaver.

Affiliated Houses Can Have Memberships, But Cannot Belong to Board of Directors.

An announcement which may cause a stir in the opposition camp has been made by Judge Roy L. Walker, president, who states that the Theatre Owners Protective Association accepted into membership, June 1, representatives of producer-affiliated theatres operated by Publix, Loew and RKO.

Fifteen directors of the Protective Association voted 14 to 1 favoring these memberships, which according to the rules, can have no voice in the board of directors' actions.

At the organization of the Protective Association, producers as well as producers' theatres contributed funds to the cause in the terrific campaign against censorship, receipts taxes, Sunday laws, etc. Independent chain theatres were at the time admitted, but producer theatres were barred.

Notice has now been given that the producer theatres are members and that they are paying adequate dues toward making possible the functions of the organization as a strictly service body for exhibitors, individually and collectively. Such maintenance insures that the organization will continue as "watch-dog" for the industry in Texas should a special session of the Texas legislature be called, which seems imminent at any early date.

"We feel that our organization has been strengthened," Judge Walker said. "Our policies will be decided only by our directors, independently and unhampered.

"Our accomplishments are for the general benefit of the entire industry and where our interests do conflict with producer theatres we are in a better position to arrive at an adequate solution by friendly discussion with our associate members than by any coercive or antagonistic methods," he said.

ALONG FILM ROW

Herschel Stuart, who figured prominently in the affairs of the old Southern Enterprises under the S. A. Lynch regime, was on the Dallas Film Row, Tuesday morning, for the first time in ten years. He now is importantly connected with the Fox theatres in New England. Stuart is on seven-days' leave to visit with his father and sister in Dallas. Since leaving Dallas he has been with the Publix, Loew and Fox deluxe theatres.

* * *

Audrey Cox, of Lamesa, was in Dallas, Monday, to set in summer dates.

* * *

George W. Thornton, general maanger of Buffalo Engineering Co., made tour of the Rio Grande Valley last week on company business and also to inspect citrus and truck properties which he owns in that area.

* * *

H. K. Buchanan, president of the Allied Film Exchange in Oklahoma City, drove down Monday for a few hours' conference with Jack K. Adams, president of the Dallas Allied exchange.

* * *

F. E. Stinespring. assistant cashier in the Dallas M-G-M office, has been promoted to cashier of the Memphis branch, and is now on the new job.

* * *

Announcements have been received of the marriage, June 1, of Mrs. Ethel Jeanette Scales, of Lubbock, to William Andrew Mauldin. They will be at home, 1620 Avenue X in Lubbock after August 10. Mrs. Mauldin is one of the few women exhibitors in the business and has operated several theatres during the past few years. She has been a frequent trade shopper in Dallas.

* * *

For the showing of "Women of All Nations," the Palace in Dallas pulled an all-nations' parade downtown in which women representing all nations took part dressed in various native costumes. The stunt created unusual interest in the film and was executed by Marceline K. Moore, Palace manager.

* * *

A. V. Wade, effective June 16, has sold the Majestic and Lyric Theatres in Gainesville to his son, Martin Wade. The Lyric is running one program a week and the Majestic is operating full time with three. Friends in Gainesville are said to be interested with Martin in the purchase. The elder Wade said he has no plans at this time for re-entering the show business.

Max McClure, formerly of Littlefield and Hale Center, is opening the Ritz Theatre in Memphis, Tex.

* * *

In Wichita Falls Publix is reported as closing the Strand and opening the State. In El Paso the circuit has opened the American as an airdome. The Queen in Austin, 1,400-seater, which was recently remodeled, has been closed for the remainder of the summer.

* * *

Joe Silverman ,ram-rod for Monogram Pictures in the Southwest, returned to Dallas, Monday, after visiting branches in Kansas City, Oklahoma City and other markets.

* * *

Ralph A. Morrow, former district manager of Tiffany, returned from New York, Monday, stating that there would be some forthcoming announcements within the next few days.

* * *

R. S. (Skinny) Pryor, of Austin, operating the Grand Central, was suited out all in white during his visit to the Row last week. "Skinny" said some of his exhibitor friends have been studying law preparatory to taking the bar examination soon, while he is still able to keep going and make the payment on his sound equipment. "Very fortunate for me, indeed," he said.

BUFFALO SALES

Theatres Installing Cooling Systems

A. C. Bray, of the Gregg Amusement Co., at Gladewater, who will open the new Ritz next week, has purchased a complete Buffalo cooling system with air washer for immediate installation. Gladewater is now boiling with activity in the east Texas oil boom.

F. E. (Gene) Hendon, former film salesman and former owner of the Palace at Marshall, is now operating the Cedar Grove Theatre in Shreveport, La., for which he has just purchased complete Buffalo cooling equipment and an air washer from Buffalo Engineering Co., at Dallas.

The Buffalo installation for J. A. Lemke in the Rex at Waco, was completed last week.

Boardman With Cooper

Hollywod — Eleanor Boardman, now making her debut as a Paramount contract player, will appear opposite Gary Cooper in "A Farewell to Arms."

National Supply Notes

G. A. Risken, Arcadia Theatre, Woodsboro, Texas, recently installed a new American Silversheet metallic sound screen, Ross lens, and carpet.

* * *

Complete equipment, including chairs, Simplex projectors, Peerless lamps, Silversheet sound screen and Hertner generator has just been delivered to the new Rialto Theatre, Refugio, Texas.

* * *

A. V. Wade of Gainesville is improving the theatre which he recently acquired from Mrs. Cassiday by installing Peerless lamps and Hertner generator.

* * *

Will Horwitz, of the Horwitz-Texan Theatres, Houston, has installed new Super Simplex projectors in his Texan Theatre.

The East Texas Theatres, Inc., has placed an order for a National Sirocco air washer and new Simplex projectors for its new Strand Theatre, Longview.

* * *

J. H. Hughes, who is building the new house at Rusk, has placed an order for 500 beautiful upholstered chairs.

* * *

Peerless reflector lamps and Hertner Generator have just been installed in J. W. Harper's Agnes Theatre, Corpus Christi.

* * *

National reports the following recent sales of National Sirocco cooling systems in this territory: Cornes Theatre, Farmersville, Tex.; Musselman's Lamar Theatre, Paris, Tex., and C. T. Thompson, Aladdin Theatre, Longview, Tex.

15% Off on Parts for All Projectors

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

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This great cooling equipment is now being manufactured at rapid rate to supply the brisk demand.

A brand new idea in cooling is now perfected by the Blizzard people which has brought real economy to the theatre owner in his purchase of a most efficient cooling equipment.

THE DUAL COOLING SURFACE
Is Several Jumps Ahead of the Industry.

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SYNDICATE

Crashes First-Run Play-Time

in the key cities of Texas with the first of the new series of **SIX**

HOOT GIBSON

SMASHING WESTERNS

"Clearing the Range"

THE OTHER TITLES:

"WILD HORSE," a Peter B. Kyne Cosmopolitan story with Stepin Fetchit

"HARD HOMBRE "A GAY BUCKAROO"

The fifth is also a Peter B. Kyne and the title of the sixth will be selected by the exhibitors.

Played First Run Simultaneously, week of June 7—to capacity business in the—

OLD MILL (Publix) DALLAS
STATE (Publix) SAN ANTONIO
IRIS (Will Horwitz) HOUSTON
GRAND CENTRAL ("Skinny" Pryor) AUSTIN
CRAWFORD THEATRE, EL PASO

DATES ARE SETTING FAST! GIVE YOUR PATRONS A REST FROM SEX PICTURES. PLAY HOOT GIBSON. HE'S CLEAN ALL THE WAY THRU.

He's an Idol at the Box Office—and He's Bringing them Back.



Syndicate Pictures Co.

Phone 7-5673 308 S. HARWOOD FILM BUILDING **Dallas, Tex.**

M. P. T. O. Hits at Allied

INDEPENDENTS' BEST SEASON

Says H. D. Edwards, Who Declares Next Year Offers Golden Opportunities for Producers.

Hollywood — Independent producers can look to the next season as one offering the greatest opportunities, according to H. D. Edwards, pioneer production executive, who is to make "Pagan Lady" for Columbia release.

"For the last several seasons the independent producer has felt that each year would be 'the best,' but each time something disrupted the forecast," says Edwards. "Just when everything seemed right, along came the talkers. With the major companies having first call on all the recognized equipment, none being available to the indies until such time as sufficient equipment had been manufactured and set up in the major studios, it was practically impossible for the independent producer to make the right kind of talking pictures. Stars and featured players of the right kind for talking pictures also were cornered by the major companies. But now the best in equipment, acting talent, directors and stories are available to the independent. This is exemplified in my forthcoming production of 'Pagan Lady,' which will be directed by John Francis Dillon with a cast including Evelyn Brent, Conrad Nagel, Chas. Bickford, Roland Young, Wm. Farnum, Gwen Lee Le lie Fenton, Lucille Gleason, Wallace McDonald and Walter Percival."

Wants Fairer Zoning

M. P. T. O. Claims Circuits Are Asking Too Much Protection; Asks For New System.

New York—The M. P. T. O. A. is urging that new and fairer zoning plans be adopted and is claiming that the big circuits are demanding "terrific protection, out of all reasonableness and unheard of in the business at any time." Officials of the national organization point out that the committees that organized the first zoning plans, which were never put into effect, could be called into service to draft a new national system.

PATHE WINS

Supreme Court Decision on Old Contract Film

Buffalo,—Judge Hinckley in Special Term of the Supreme Court on Friday, June 12, denied an injunction sought by La Hay, Inc., operating the Lafayette Theatre, to prevent RKO-Pathe Distributing Corp. from permitting the showing of the Constance Bennett picture, "Born to Love," in Shea's Buffalo Theatre. Plaintiff sought to obtain the picture as one of those under the old agreement with the old Pathe company. The court rejected this theory.

KLEINE PASSES

Pioneer Film Man Dies in New York

New York—George Kleine, one of the pioneers of the motion picture industry in the exhibition and importing branches, died last week at his home here. Kleine was instrumental in the building and development of early projectors and was active in the formation of the Motion Picture Patents Co.

FAVORS MERGERS

Government Friendly to Consolidations

Washington—The favorable attitude of the government toward the consolidation of Standard Oil Co. of New York and the Vacuum Oil Co. is interpreted to mean that the government is doing its part to aid constructive business enterprises. The step by the government is looked upon as a means of opening up the possibilities for an okay on the Warner-First National case, Fox-Loew situation and lessening of interference being enlisted by the minority opposing the RKO-Pathe merger.

Unknown Cast

New York—D. W. Griffith will produce a talking picture in the east with a cast of comparative unknown players, it was reported last week. The veteran director expects to uncover new talent. The necessary finances have been secured and production will get under way in July.

Fox Reorganized; New Directors are Elected

New York — Reorganization of Fox Films was completed last week when eight new directors were elected. The reorganization began a year ago when William Fox relinquished control after financial difficulties had brought about his retirement from active interest in the organization.

In a 15-minute perfunctory session of stockholders held in the theatre atop the company's new headquarters, the change in directors was effected without a dissenting vote.

The new members are Albert H. Wiggin, Cornelius Vanderbilt, Geo. M. Moffett, Frank O. Watts, Philip R. Clarke, David K. E. Bruce, Edwa Tinker and Samuel W. Fordyce.

The old directors who were re-elected are Harley Clarke, the president; Matthew C. Brush, Winfield Sheehan and Charles W. Higleywn.

At a meeting prior to the stockholders' session directors placed the class A and class B stocks on a $2.50 basis by the declaration of 62½-cent dividends. Mr. Clarke said it was hoped the company would be able to return to the $4 basis in the third quarter.

Bulletin Attacks Allied States for Taking Credit for Service Charge Reduction.

New York—M. P. T. O. A. is pointing its guns at Allied States Association and is accusing the latter organization of taking the credit for bringing about a reduction of service charges. In the June issue of the M. P. T. O. A. bulletin it is pointed out that a comittee discussed the matter with C. W. Bunn of Electrical Research Products several days before a committee of Allied men made a similar visit to Bunn. The initial move for the reduction, according to the bulletin, was made by Jack Miller of Chicago at the M. P. T. O. A. convention four months before the first conference with Erpi.

The bulletin further criticizes Allied for its favorable attitude toward sponsored advertising.

TWO NEW TITLES

Radio Changes Names of Two Pictures

Hollywood—"Transgression" is the new title that supersedes "The Next Corner," Herbert Brenon's latest production for Radio Pictures. Kay Francis and Ricardo Cortez are featured, with William Welch, Adrienne d'Ambricourt, John St. Polis, Wilfred Noy and David Dunbar.

PAPA SILVER

New York — A daughter was born last week to Gertrude and Milton Silver. Mr. Silver is advertising manager of Universal.

Silver, in announcing the event to P. D. Cochrane, sent the following wire:

"Exclusive story immediate release—Gala world premiere Jeanne Ritchie Silver, first appearance anywhere—eleven thirty p. m., June third—Finest production of kind ever played this house—Booked for indefinite run."

World Confab

London—A World conference of all branches of the motion picture industry is being planned here. Representatives from America and other parts of the world will be invited. The event will take place in London next year if the plans are carried out.

THRILL-O-DRAMAS



With Kenneth Harlan and Josephine Dunn. The first picture of its kind. Action in the sky, revolving around the dramatic story of a new development in police patrol. Climaxed by a magnificent battle in the air!

"AIR POLICE"

With Rex Lease and Dorothy Gulliver. The rugged virile ghost of the rowdy old West makes a hectic entree into the new, and then how the cactus does fly! Hard riding, hard fighting, woven 'round with a golden thread of romance.



"IN OLD CHEYENNE"



With Charles Delaney, Vera Reynolds and Carrol Nye. Rival auto racers, competing for a pretty girl's favors, run the gamut of incredible thrills. A sensational race reaches its climax in a death-rending crash! Action galore!

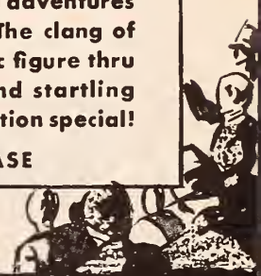


"HELL BENT for FRISCO"



From a magazine story by Michael L. Simmons. Ready for production. A stirring epic of the daily life and adventures of an ambulance surgeon. The clang of the gong takes this romantic figure thru a maze of heroic action and startling drama! A smashing exploitation special!

A SPECIAL RELEASE



SONO ART-WORLD WIDE PICTURES INC.

"FIRST AID"

Copyright Bureau

(Continued from page 3)

pictures three days instead of two, as called for in the contract, and where films have been exhibited in other houses other than those specified in the contract.

Bookers, salesmen and exhibitors in a number of instances have been in a muddle over verbal agreements, etc., all of which is of no interest to the copyright bureau which is pursuing its work and inflicting its penalties in strict accordance with stipulations written in the contract.

The Ross Federal Service, Inc., located in Dallas in the Allen Building, is now doing its work in several sections of the Southwest although its place in the trade has no connection with the copyright bureau. H. F. Neill is manager of that company in its Dallas office, which covers all of Texas and parts of Oklahoma. The Ross service works individually for the exchanges in checking box-office receipts on percentage runs. "Our dealings with the exchanges and the exhibitors have been very satisfactory," Mr. Neill said.

Mr. Gabriel Hess, general attorney for the bureau, has written Motion Picture Times a special letter explaining the functions of the bureau, as follows:

"Dear Sir:

"Your article appearing on the first and twelfth pages of your issue of the Motion Picture Times of May 26, 1931, dealing with the investigation of unauthorized exhibitions of copyrighted motion pictures now being conducted by the Copyright Protection Bureau for distributors of such motion pictures, is evidently based upon information furnished you by one W. L. Sneed of the Pioneer Theatre, Beebe, Arkansas, and other unknown informants.

"An investigation disclosed that Sneed had been exhibiting the pictures of five national distributors in excess of the number of days for which each such picture was licensed, without any authorization whatsoever from the distributors. The rentals of certain of these pictures were upon a percentage basis. You undoubtedly know that ALL receipts of percentage pictures must be reported to the distributor. Mr. Sneed, although he now claims he had permission to run each of these pictures a third day, did not report his receipts for the additional day. When these facts were disclosed to Mr. Sneed, he admitted them and I accepted his offer to pay the sum of $500 in settlement of the claims against him.

"So much for your informant.

"In the interest of exhibitors in your territory you should know the serious problem with which the distributors are confronted and the steps they have taken to remedy the evils resulting from the unauthorized uses of their pictures. In this connection, you will realize that this is a problem not only of the distributors, but one which equally affects the honest exhibitor.

"In each territory where investigations have been undertaken by the Copyright Protection Bureau, the head of the local exhibitor organization, having the interests of the honest exhibitor in mind, has thoroughly co-operated with the Bureau. Many of the complaints precipitating its investigations come from exhibitors effected adversely by the obviously unfair competitive practices of the offending exhibitor, or whose right to prior exhibition was violated by unlicensed exhibitions by other exhibitors.

"The Copyright Protection Bureau is merely an investigating agency which reports to me, as an attorney for the distributors involved, the evidence disclosed by its investigations. All proceedings are taken by the distributors (and not the Bureau) through me as their attorney for such purpose.

"Let me repeat that when evidence of the wrongful acts of exhibitors has been found, they have been requested and encouraged to consult with their own counsel and the leaders of their own organization, and in many instances have been guided by the advice of their counsel and of the officers of their own organization before making any offer of settlement for their admitted infringements. The leaders of every local exhibitor organization have always been privileged and are welcome to sit in at any conference with an exhibitor concerning disclosed unauthorized exhibitions.

"Disregarding the fact that an alleged oral side agreement supposedly made with the branch representative of the distributor at the time a written contract is made is not legally binding, the exhibitor in every case has been given the benefit of the doubt if it appears that an oral arrangement was made. Only when an alleged oral agreement was vigorously and absolutely denied by the branch representative, claims have been proceeded with.

"Upon consideration of the facts herein disclosed, I trust that you will appreciate the fairness of the operations of the Copyright Protection Bureau and the distributors in these matters.

"I hope you will see your way clear to co-operate in eliminating the abuses arising out of unauthorized exhibitions which are so prejudicial both to the distributors and exhibitors in our industry.

Yours very truly,
GABRIEL L. HESS."

Judge Roy L. Walker, president of the Theatre Owners Protective Association, has issued the following caution to exhibitors in reference to the bureau:

"Buy your features and short-

(Continued on page 13)

Killing the Summer Slump

Three more theatres hang out the Buffalo Banner, guaranteeing to every patron that kind of Cooling Comfort which makes the ticket register talk full time at every performance.

BUFFALO AIR WASHERS & DISTRIBUTING UNITS

have been installed for

MR. J. A. LEMKE

in the Rex at Waco, making the THIRD complete Buffalo installation for this veteran showman.

will be immediately installed for

MR. F. E. (Gene) HENDON
in the Cedar Grove Theatre at Shreveport, La.
MR. A. C. BRAY
Gregg Amusement Co., Ritz Theatre, Gladewater, Texas.

One of our sales engineers will survey your theare immediately for the right Buffalo cooling plan that will drive old man Summer from your box office window for many years to come.

Buffalo Engineering Co., Inc.

311 S. Harwood GEO. W. THORNTON, Gen'l Mgr. DALLAS, TEXAS

here's "BILL & ANDY" MONOGRAM'S NEW WESTERN STARRING TEAM ★

MONOGRAM PC PICTURES



BILL CODY

AND



ANDY SHUFORD

This CODY-SHUFORD COMBINATION IS BOUND TO PROVE ONE OF THE BIGGEST DRAWING TEAMS EVER INTRODUCED ON THE SILVER SCREEN - - - - -

BILL CODY - HARD RIDING - HARD HITTING ACE HORSEMAN, CO-STARRING WITH *LITTLE ANDY SHUFORD* - CLEVER COWBOY JUVENILE OF *"The Big Trail"* - *"The Great Meadow"* & *"A Rider Of The Plains"* PROMISES TO DO MUCH TO BRING THE YOUNGSTERS & THOSE WHO WISH TO BE YOUNG AGAIN - BACK TO YOUR THEATRE. *PLAY "BILL & ANDY" FOR BIGGER WESTERNS AND BIGGER BUSINESS !!!!!*

8 FAST ACTION = SMASHING - FIGHTING - HARD RIDING MONOGRAM WESTERNS :—

"The MONTANA KID" • "DUGAN OF THE BAD LANDS"
"The LAW OF THE NORTH"—"SO THIS IS TEXAS"
"OKLAHOMA JIM"-"LAND OF WANTED MEN"
"MASON OF THE-MOUNTED"-"*The* GHOST CITY"

MONOGRAM PICTURES CO.
Dallas, Texas — Oklahoma City, Okla.

THE GOOD JUDGEMENT

Of Those Smart Showmen Who Are Using

UNIVERSAL SOUND ON-FILM

Is Common Talk in the Trade Today!

After operating UNIVERSAL steadily for months these exhibitors know their theatres are putting out just as fine quality sound as any high-priced equipment can reproduce.

FURTHERMORE, exhibitors using UNIVERSAL are saving the big difference because UNIVERSAL cost them about one-third of the required investment for only the privilege of leasing high-priced equipment.

UNIVERSAL is the Only Medium-Priced Equipment Covered by the Nationally-Known Patents of DeForest Radio Co. and Jenkins Television Corporation, and is Standard Equipment from Start to Finish.

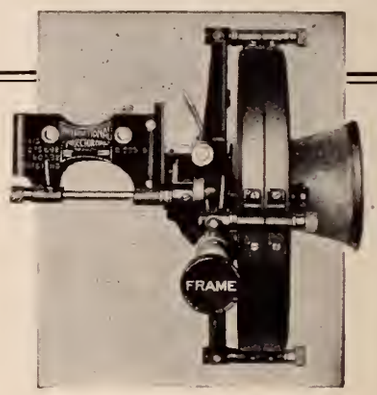
Trade-In Allowance On Disc Equipments

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. **DALLAS, TEXAS**

A big saving on a Standard Accessory



The new Simplex Rear Shutter provides for a greatly increased screen illumination and reduces heat at the aperture by approximately 75%. . . These advantages will bring your projection up-to-the-minute and add noticeable improvement to Sound-on-Film features. A service man from your National Branch is ready to install your set of Simplex Rear Shutters at any time.

YOU can't hold the crowds these days without better sound than you gave them last year or the year before. Projection equipment must be up-to-date. In three important ways your National Branch will help you keep a little ahead of the competition: (1) They always have the latest and best improvements first. (2) They won't approve or sell new items unless they actually *are* improvements. (3) Their prices—even on standard accessories—are usually lower. The new Simplex Rear Shutter is a good example of National Economy. It originally appeared on the market at $190. Because of the great sales volume it received through the coast-to-coast organization of National Theatre Supply Company, it has been possible to reduce this price to $145. . . . Just another of the many purchasing advantages that are constantly coming to National Customers.

NATIONAL THEATRE SUPPLY COMPANY

THE STAMP OF TRUE ECONOMY

306 S. Harwood St., Dallas, Texas. 516 W. Grand, Oklahoma City, Okla.

400 S. Second Street, Memphis, Tenn.

ERPI *Service*

. . . not just a word but

Insurance

against

program interruption

ERPI's nation-wide staff of engineers gives a new meaning to that much abused and mis-used word —"service". Ordinarily, it means rectifying trouble after something has gone wrong. ERPI SERVICE, however, means trouble prevention — a service of insurance. ERPI SERVICE actually has proven that it is more than 95% a preventive and less than 5% an emergency organization. ERPI SERVICE, therefore, is an absolute necessity to the theatre owner. Western Electric Sound Systems are designed and made with all the skill and care that goes into Bell System telephone apparatus. But no matter how well designed nor how well made delicate electrical or mechanical equipment may be, constant care is the price of continuously satisfactory performance. ERPI SERVICE is your *insurance*—a small price for big returns.

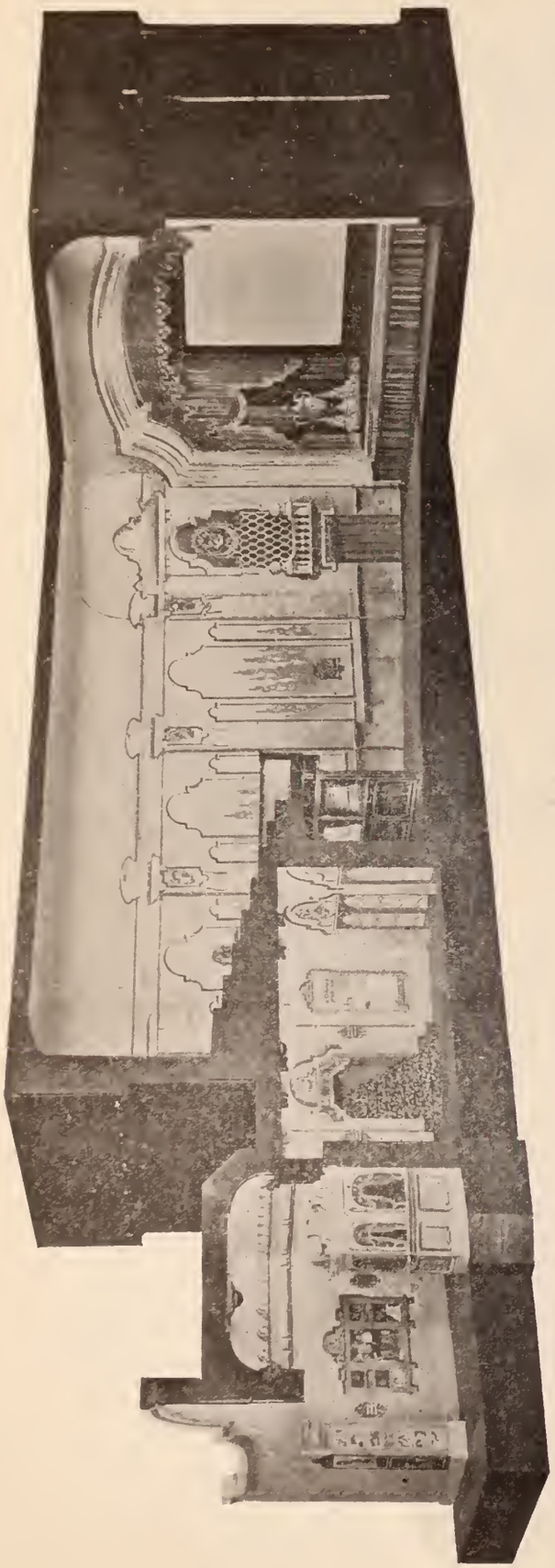
Western Electric
SOUND SYSTEM
THE VOICE OF ACTION

Northern Electric in Canada

Distributed by

Electrical Research Products Inc.

250 West 57th Street, NewYork



Here is a reproduction of the miniature model theatre designed by W. B. King and constructed by the King Studios of Dallas. The picture shows box office, lobby and auditorium constructed along modern lines.

MINIATURE THEATRE *Proves Value of* ATTRACTIVENESS

In order to sell exhibitors on the importance of reworking their theatres into beautiful showhouses, and to stress the tragedy of showing pictures in dingy, unattractive houses, W. B. King, president of King Studios, has constructed a miniature model of a modern theatre which he is now taking about the country with him, demonstrating the e vital points to theatre owners.

While King Studios, during the past few years have revamped and acousticized some three hundred houses, many of which were urgent jobs to immediately handle the sound situation, the studios are now working in finer design and furnishings, accomplishing correction at the same time without noticeable additional cost in the remodeling or redecorating job.

"No matter where you are, the public today accepts nothing short of an attractive theatre in all its



W. B. KING

phases," Mr. King said. "Nickelodeon days and methods of operation, when the projection machines were turned on in a bare store building with the nauseating strains of an electric piano—when everybody about the theatre, including the operator, could go to sleep while the picture was grinding, have gone forever. Improvements in living conditions of the home, the generous distribution of conveniences in living, new automobiles, electric refrigerators, radios, and all those sorts of things being now customary are the reasons that the theatre man will either operate a first-class theatre plant or that he will go out of business overnight just as he came into it."

The purpose of the miniature theatre, Mr. King explains, is to set the model in any showman's theatre, and to demonstrate to him the most economical way of remodeling and decoration. The miniature was made in its entirety by the King Studios and Mr. King personally is taking his model into those towns now sufefring because of inadequate theatre facilities.

It is also announced by King Studios that the Harwood street offices have been moved into their Elm street factory building, where special displays have been arranged for the advantage of the theatre owner. The King factory is located at 2545 Elm street.

"SWEEPSTAKES"

To Be First RKO-Pathe 1931-32 Release

New York — Ned E. Depinet, vice-president and general sales manager, states that RKO Pathe will start off the 1931-32 schedule with the release of "Sweepstakes," a comedy drama of the race track, on July 10. Eddie Quillan is the star who inaugurates the release of the Personality Group which presents Constance Bennett, Ann Harding, Helen Twelvetrees, Ina Claire, William Boyd and Quillan.

Depinet states that "Sweepstakes" was moved up a month on the schedule because of its timeliness to the racing season which permits exhibitors opportunity to tie-in with the interest in the turf created by the Kentucky Derby, Epsom Downs' Derby and other classics. He further believes that an outdoor action picture is an excellent anecdote to counteract the competition of open-air attractions now getting under way, particularly since the Quillan vehicle has plenty of exploitation and ballyhoo angles.

Another for Holt

Hollywood—Jack Holt has been signed to portray the big role in Columbia's forthcoming de luxe "special," "Fifty Fathoms Deep." The picture, a tense drama of danger and adventure of those who seek treasure at the mysterious sea bottom brings Mr. Holt back to the Columbia lot after a brief vacation at his Las Vegas, Nevada, ranch. Richard Cromwell, who starred in "Tol'able David," his initial screen role, will depict the juvenile lead.

Tri-State Meet

(Continued from page 3)

The convention discussed the "unhappy endings" to recent pictures and pointed out they had a depressing effect on patrons and was causing a loss in business.

Protests were registered against the action of one of the large producing and distributing companies using copyrighted paper and other exploitation matter. If this is persisted in the Tri-State organization will create its own paper exchange and supply its members at cost with window cards and one sheets. Other matters considered include the setting of a 90-day minimum protection after release date against theatres charging 10 cents admission day or night. This it is believed will give the previous run theatres a fair chance.

The matter of securing a reduction in service charges from Electrical Research Products by the Motion Picture Theatre Owners of America was highly commended and the National organization urged to continue this work along all lines. A general discussion found the sentiment in favor of deferring the buying of the new product until later to enable exhibitors to see better how the situations worked out.

M. A. Lightman was the principal speaker.

ENTHUSED

Bickel Says M-G-M Is Going Forward

Leroy Bickel says this is a fast-moving business and that if a company stands still it is going backward. He emphasized the point here that M-G-M is going forward with the finest product in its history built on star values.

M-G-M has never been forced to cut salaries or lay off help and even now there will be no salary or reduction of personnel, he said.

M-G-M, however, is set on the policy this year of getting every dollar its product is worth, regardless of what exhibitors are paying the other exchanges, Bickel declared.

Accept Cuts

Operators' unions in many places have voluntarily accepted, and in some cases have asked for a 10 per cent cut in salaries for the remainder of the summer, it is said. In Austin they took 10 per cent off, as well as in other Publix towns. Independent theatre owners in the larger towns as well as houses operated by unaffiliated circuits are also paying the operators 10 per cent less as a temporary proposition, it is said.

PRAISE GIBSON

Critics Like Western at Old Mill

Critics of the Dallas newspapers were partial in their reviews for last week to "Clearing he Range," first of the six westerns with Hoot Gibson distributed by Syndicate, which played first run in the Old Mill, operated by Publix.

Stories played up the idea that Gibson's first was a relief from sordid sex plays and that it was sure-fire screen material for the kids and their parents. It was no secret that the Old Mill did capacity business on the run.

A film full of hard riding, action and reckless justice of the six gun has never lost its appeal to audiences, the reviews went on to state, and enthusiasm among the kids, boys and men ran high as Gibson started one of his wild rides ove ra rocky mountain.

Gibson's great following is built up largely because he plays in an individual type of western theme. He doesn't shoot to kill and he doesn't spill blood or exploit the worst side of the old west.

On the other hand he depends on virile action, vital developments at every turn in the plot, and vigorous red-blooded romance as the ingredients which have built his box office power.

"Clearing the Range," outside of its Dallas run, played simultaneously in the Publix State, San Antonio; Will Horwitz's Iris in Houston; Grand Central in Austin, operated by "Skinny" Pryor; and the Crawford Theatre in El Paso.

Many of the smaller towns have followed up in setting dates for Gibson's first, according to Harry Silverman, manager of Monogram.

Title of the second Gibson is "Wild Horse," by Peter B. Kyne. Fetchit is in the cast. "Hard Hombre" is the third. "A Gay Buckaroo" will be the fourth. Peter B. Kyne will write and title the fifth, while exhibitors from over the country will supply the title for the sixth.

The dallas office of Syndicate Pictures Company is now in full blast at 308 S. Harwood, Film Exchange Bldg. Harry and Joe Silverman are heads of the exchange.

Buy X-Cell

R. Z. Glass, of the Public Address Service Company, handling the X Cell sound-on-film equipment, left Tuesday to make an installation at Eden. He has just completed installations for W. H. Powers, Victory at Henderson, and for Mrs. Trixiana Jack in the Texas at Pharr.

IN BUSINESS

Bernbaum Joins New Enterprise

D. Bernbaum, former treasurer of R. & R. Theatres, who said a short time ago there would be no more business for him in 1931, but who has just lately admitted that he referred to theatre business, is now president of a Dallas manufacturing company making ladies and kids' dresses, frocks and whatnot.

This was only a starter, however. Now with N. Wertheimer, he is buying up a flock of proven royalties in the east Texas area, which he intends to hold until the black gold game hits its stride, which he said won't be long.

FINISH THRILLO

"Hell Bent for Frisco" Is Completed

Hollywood — "Hell Bent For Frisco," fourth on the Sono Art-World Wide schedule of Thrill-O-Dramas, has just been completed under the supervision of George W. Weeks. The story, revolving around a motor racing romance, features Charles Delaney, Vera Reynolds and Carroll Nye. Stuart Paton directed. The picture will be released early in July.

Copyright Bureau

(Continued from page 3)

subjects with the thought in mind that you will only be able to play this product in the theatre and town specified on the contract. We suggest that if you are operating two theatres in one town, that you have your contract written so that you can use the picture in either theatre. Buy your service with the thought in mind that you can only play his product for the number of days specified in the contract. If you are running previews on Saturday night, figure that one day. Do not hold over a picture for extra days' showing without first obtaining that company's authority IN WRITING. This authority should be from a representative that has the authority, which is the branch manager. Do not sign a contract with a salesman or branch manager who will not write the entire agreement with you, in the contract."

Sign Miss Rogers

New York — Ginger Rogers, stage and screen star, who recently closed her latest Broadway engagement in "Girl Crazy," has been signed by RKO-Pathe to play opposite Eddie Quillan in his next vehicle, "Eddie Cuts In." Production on this George Kibbe Turner vehicle will start immediately upon Miss Rogers' arrival at Cul-

17 EXHIBITORS

NOW USING

X-CELL

SOUND-ON-FILM EQUIPMENT

BECAUSE

1. Eliminates head amplifiers.
2. All A. C. operated—no batteries.
3. Reproduction equal to high priced leased equipments.
4. $15 to $20 reduction in light bill.
5. Costs less to own than for privilege of leasing other equipments.
6. No weekly service or rental charges.

WHY NOT BUY NOW — CALL OR WRITE

Public Address Service Co.

Dallas, Teras.

WESTERN AND ACTION FEATURES

Current — Coming

MEET FAMILY NEEDS

With Virile Productions RKO-Pathe Plan

"Youth passes, but romance lives," says Ned E. Depinet, vice-president and general sales manager of RKO-Pathe. And he continues:

"The old fashioned western pictures entertained youngsters from eight to 80 and we believe their charm has not decreased. Their disappearance from the screen may be attributed to a passing change in public taste, but the public still wants the thrills that only westerns can offer.

"More than that, with sound and the modern perfection of photography, there will be more beautiful scenic effects, naturally, with more realism from every standpoint.

"To help bring back the family trade and thus aid exhibitors in one of their box-office problems, RKO-Pathe is producing for the new season six feature length westerns in addition to two series of four action pictures starring Bill Boyd and Eddie Quillan.

"This series will be designed to appeal to the entire family and regain for exhibitors the patronage of the younger generation. They will appeal to all classes. They will be western action pictures with plenty of romance and adventure staged in the atmosphere of the West of the wild and wooly days of the picturesque past.

"Charles R. Rogers, who guided the destines of two of the screen's most popular heroes, Ken Maynard and Harry Carey, will supervise these RKO-Pathe westerns."

MANY ACCESSORIES

Available on Columbia's Buck Jones Series

A great variety of attractive accessories designed for both adult and juvenile appeal, are offered exhibitors for the exploitation of Columbia's lineup of the Buck Jones outdoor productions.

In addition to the usual one, three and six sheets, window cards and lobby cut-outs, the list of accessories includes: Lobby Hanger heads of Jones size 10¾ x 13 ins., in gray and red on 6-ply card; felt pennant, suitable for lobby hangers, size 18 x 27 ins. in red, blue and white; heralds in red and

(Continued on page 15)

HEREWITH is a representative list of Western and Action pictures, the majority of which are available for immediate dating. Others to be released during the early part of this coming season are also listed. Because the production schedules of all companies have not as yet been definitely set, the list is, naturally, subject to additions and changes.

ALLIED—6 Hoot Gibsons: "Clearing the Range," "Hard Hombre," "The Gay Buckaroo" and 3 others to be announced later.

BIG 4—Two Nick Stuarts: "Sheer Luck," "Trapped." 6 Wally Wales: "Bar L Ranch," "Breed of the West," "Canyon Hawks," "Red Fork Range," "So This Is Arizona," "Trails of Danger." 2 Jack Perrins: "Beyond the Rio Grande" and "Ridin' Law."

COLUMBIA—11 Buck Jones: "Avenger," "Branded," "Dawn Trail," "Desert Vengeance," "Ex-Ranger," "Fighting Sheriff," "Lone Rider", "Men Without Law," "Shadow Ranch," "Texas Ranger." James Hall in "The Lightning Flyer." Coming: "Arizona," special.

FIRST NATIONAL—"The Lash," Richard Barthelmess.

FOX—"The Big Trail," John Wayne; "Fair Warning," with George O'Brien. Coming: "The Wyoming Wonder," George O'Brien.

ROBERT J. HORNER—5 Jack Perrins: "A 45-Calibre's Echo," "Days of Old Cheyenne," "Frontier Rodeo," "Lariats and Six-Shooters," "Sheriff's Secret."

WILLIS KENT—"College Cutup," "Crimson Dawn," "His Brother's Wife," "Let's Start Something," "Satan's Breed," "Torture Ship." Lane Chandlers: "Conyon of Fear," "Drfting Slim," "Hurricane Horsemen," "Idaho Kid," "Reckless Rider," "Sage Brush Romeo."

METRO-GOLDWYN-MAYER—"Billy, the Kid," John Mack Brown; "Great Meadow" John Mack Brown; "Men of the North," Gilbert Roland; "Trader Horn," Harry Carey. Coming: "Squaw Man," Roland Young.

MONOGRAM—"Dugan of the Badlands," Bill Cody; "Ships of Hate"; "Yankee Don," Richard Talmadge. Coming: "Arm of the Law," "Fatal Alarm," "Forgotten Women," "In Line of Duty," "Isle of Hunted Men," "Klondike," "Law of the Sea," "Midnight Patrol," "Mother and Son," "Police Court," "Western Limited." 8 Tom Tylers: "Galloping Thru," "Honor of the Mounted" "Man from Death Valley" "Man from New Mexico," "Partners of the Trail," "Single Handed Sanders," "Two Fisted Justice," "Vanishing Men." 8 Bill Codys: "Ghost City," "Land of Wanted Men," "Law of the North," "Mason of the Mounted," "Montana Kid," "Oklahoma Jim," "So This Is Texas." ("Dugan of the Badlands" and "Yankee Don" current.)

PARAMOUNT—"Conquering Horde," Richard Arlen; "Dude Ranch," Jack Oakie; "Fighting Caravans," Gary Cooper; "Gun Smoke," Richard Arlen; "The Spoilers," Gary Cooper.

RADIO—"Cimarron," Richard Dix; "Silver Horde," Louis Wolheim. Coming: 3 Richard Dix's: "Frontier," "Marchita," "The Reckoner."

RKO-PATHE—2 Bill Boyds: "Painted Desert," "Pardon My Gun." Coming: 4 Bill Boyds: "Iron Chalice," "Suicide Fleet," and two others. 4 Eddie Quillans: "Kid from Madrid," "Sweepstakes" and two others. Also six featuring a new star.

SYNDICATE—"Beyond the Law," Robert Fraser; "Breezy Bill," Bob Steele; "Code of Honor," Mahlon Hamilton; "Convict's Code," Cullen Landis; "Lonesome Trail," Charles Delaney; "Westward Bound," Buddy Roosevelt. 3 Bob Custers: "Code of the West," "Son of the Plain," "Under Texas Skies." 3 Tom Tylers: "God's Country and the Man," "Rider of the Plains," "West of Cheyenne." Coming: "Frontier Days," "Last of the Pawnees," "Red Coats of Canada," "Texas Ranger."

SONO ART-WORLD WIDE—"Air Police," Kenneth Harlan; "In Old Cheyenne," Rex Lease; "Rogue of the Rio Grande," Raymond Hatton; "First Aid," by Michael L. Simmons.

TALKING PICTURE EPICS—"Across the World," Mr. and Mrs. Martin Johnson; "Hunting Tigers in India," Commander Geo. M. Dyett.

RICHARD TALMADGE — 6 starring Richard Talmadge: "Devil-Bound," "Dancing Dynamite," "Hot Rails," "On Your Guard," "Sailor from Satan," "Yankee Dynamite."

TIFFANY—"Fighting Thru," Ken Maynard; "Third Alarm," James Hall; "Under Montana Skies," "Utah Kid," Rex Lease. 4 Bob Steeles: "Headin' North," "Land of Missing Men," "Ridin' Fool," "Sunrise Trail." Coming: 8 Ken Maynards and 8 Bob Steeles.

UNIVERSAL—2 Hoot Gibsons: "Concentratin' Kid" "Spurs." Coming: "Ambuscade," "Back Fire," "Blizzard Bound," "Blue Blazes," "Crime Breaker," "Freeze Out," "Graft," "Gun Moll," "Man Under Cover," "Quick Triggers," "Red Hot Leather," "Sealed Orders," "Tricked."

WARNER BROTHERS—"River's End," Charles Bickford.

WEST COAST STUDIOS—Five Buffalo Bill, Jrs.: "Cheyenne Kid," "Desert Wolves," "Riders from Rattler River," "Riders of Golden Gulch," "Ridin' Romeo."

ACTION PLENTIFUL

In Sono Art's Series of "Thrill-O-Dramas"

In the second group of ten Thrill-O-Dramas, produced by Geo. W. Weeks, for Sono Art is a type of entertainment for which there has been a crying need since the advent of the "talkie." Pictures of action, dynamic thrills, pictures redolent of the great out-doors, the mastery of the air, water and the frozen tundras of the North by indomitable men. The chase and quest of romance and red-blooded adventure, pictures which have ever appealed to all ages and classes.

Four in this series of thrillers have already been completed, of which are "Swanee River," a story staged in the idyllic locale which inspired the internationally famous melody. The cast is headed by Grant Withers and Thelma Todd.

"Air Police," with Kenneth Harlan and Josephine Dunn. The first picture of its kind. Action in the sky, revolving around the dramatic story of a new development in police patrol.

"In Old Cheyenne," with Rex Lease and Dorothy Gulliver. The ragged virile ghost of the rowdy old West makes a hectic entree into the new, and then how the cactus does fly!

"Hell Bent for 'Frisco," with Charles Delaney, Vera Reynolds and Carrol Nye. A story of rival auto racers competing for a pretty girl's favors.

Preparations are now being made for the filming of the fifth in this series titled, "First Aid," from a magazine story by Michael L. Simmons. An action story of the daily life and adventures of an ambulance surgeon. This is to be followed by "Mounted Fury," n outdoor drama revolving around the virile traditions of the Northwest Mounted police; "Hell Skipper" a tale of a dare-devil sea captain who terrorizes a crew of primitive hate-maddened men; "Casey Jones, Junior" in which danger, the constant companion of railroad men, guilds the scene of this roaring romance; "Neck and Neck," a drama of the race track; and "Is There Justice?", a searching probe into society's clamor for revenge, via the electric chair.

Many Accessories

(Continued from page 14)

brown, with space for theatre imprint, containing an action photo of Jones with the name of the current film inserted, and autographed portrait of Jones, suitable for framing; repeating revolvers of wood, containing the Columbia seal and Jones' name, with ample room for the theatre imprint; attractive revolvers of paper, containing the name of Jones, the Columbia seal and title of the current picture; 8x10 photos in black and white; and Columbia's Studio News Service, published in connection with the Western star's current releases which contain reproductions of stills from the pictures and interesting anecdoes on Jones and his supporting cast

NATIONAL TIE-UPS

Through Chain Stores for Big 4 Westerns

A nation-wide exploitation tie-up has been effected by the Big 4 Film Corporation with the Federal Puritan and National Clothing Stores, jointly operating 176 clothing apparel shops throughout 38 states and the District of Columbia.

This tie-up covers three distinct campaigns. The first is an eight-page four-color magazine, fashioned after Sunday newspaper sections, and contains two fiction stories and five pages of the chain's merchandise advertising. The cover carries a head of Nena Quartaro, a full-length picture of her and one of Nick Stuart, and a scene from their latest picture, the Big 4 melodrama "Trapped," with credits. A full-page story on the stars ties in with the company's merchandise. These mailing pieces have been sent to 85,000 customers of the concern and will be distributed at about the same time as the top-runs of the picture are playing.

The second phase is a "Wally Wales Window." A ten-gallon hat of this Western favorite is being routed from town to town, where his pictures are showing, the display appearing in each window for a week. With the hat there will grouped some stills from a current Wales' release.

The third is a follow-up on the mailing piece and consists of the cover of the magazine, mounted as a window-card and surrounded with six stills from "Trapped." These will be displayed simultaneously in their stores in seventy-six cities, all of which are located on the main streets.

Radio broadcasts are planned in some of the cities. Numbers from Big 4 releases and stylist hints by their players will be offered in conjunction with an orchestral program.

SERIAL PLAYS

Perennial Action Films Now in the First Run Class

Action is the very keynote of the chapter or serialplay and those exhibitors desiring to round out a program with action pictures learned away back in the very beginning days of the continued thrillers that the great movie public liked and wanted them. Serialplays have usually been spotted on the Friday and Saturday night programs of most theatres, these nights being generally designated as "Family Nights". Consequently, as a family patronage builder, the serial, next to the western production, is a pioneer.

Within the last year, motion picture serials have attained a new importance in all types of theatres throughout the country. Not even in the heyday of serials, when Pearl White and Helen Holmes were at the height of their world-wide popularity, have serials been a more important element in the programs of all theatres than they are today.

There is a two-fold explanation of this new importance of serials. First and foremost is the fact that the decline of serials deprived theatres of a large percentage of their juvenile patronage, a patronage that is essential to every exhibitor who will realize the utmost out of the possibilities of his business. Secondly, outstanding exhibitors have learned that the new type of serials has a definite appeal to adult audiences. Roxy played serials at his great New York theatre last year.

Mascot Pictures Corporation, Nat Levine's organization, reports that full-well runs in first-run houses are no longer unusual. He points to the fact that Publix theatres are playing many of his chapter plays for extended engagements, instead of the special Saturday matinees, which is a short-sighted practice of some exhibitors.

"There is a moral in these facts," says Mr. Levine. "If such theatres as the Roxy and the Publix first run houses need serials, it is evident that no theatre, however large or small, can afford to omit them from its program."

For the new season, Mascot, specializing in serials and releasing through independent exchanges throughout the country, lists four serials, namely, "The Vanishing Legion," featuring Harry Carey and Edwina Booth as well as well as Rex, the King of Wild Horses, "The Galloping Ghost," starring Harold E. (Red) Grange, "The Lightning Warrior" with Rin-Tin-Tin and "The Shadow of the Eagle. Universal has four serials: "Fingerprints," starring Kenneth Harlan, "Heroes of the Flames," starring Tim McCoy, "The Indians Are Coming," starring Tim McCoy and "The Spell of the Circus" with Francis X. Bushman, Jr., and Alberta Vaughn. Syndicate Pictures, releasing through independent exchanges, has "The Mystery Trooper," featuring Robert Frazer and Blanche Mehaffey.

ANDY SHUFORD

New Cowboy Juvenile in Monogram Series

"Western and action pictures are builders of family trade," says W. Ray Johnston, president of Monogram Pictures Corporation. "This type of production has the interest of juvenile as well as adult and its general wholesomeness of story with its clean romance and adventure is bound to strike great favor with the majority of audiences."

The newly formed Monogram Pictures Corporation, realizing the importance of this type of feature in bringing back and keeping up family attendance has included in its new program a series of eight out-of-door productions known as the "Bill and Andy" series, featuring Bill Cody and little Andy Shuford, the clever cowboy juvenile of "The Big Trail," "The Great Meadow" and "A Rider of the Plains." Andy is only 12, but he is one of the fastest of riders, an expert marksman and can give a performance that puts you in hysterics one moment and in tears the next. The "Bill and Andy" series will be clean, light, out-of-doors western dramas which will appeal to young and old alike.

Serials That Supply Action

GUARANTEED PICTURES—("Bud" Pollard)—Jack Hoxie serial, synchronized.

MASCOT—"King of the Wild," Walter Miller; "The Lone Defender," Rin-Tin-Tin; "Phantom of the West," Tom Tyler. Coming: "The Eagle's Shadow," "Galloping Ghost," Red Grange; "Lightning Warrior," Rin-Tin-Tin; "Vanishing Legion," Harry Carey.

SYNDICATE—"The Mystery Trooper," Robert Frazer.

UNIVERSAL—"Heroes of the Flames," Tim McCoy; "Indians Are Coming," Tim McCoy; "Finger Prints," Kenneth Harlan; "Spell of the Circus," Francis X. Bushman, Jr. Coming: "Air Mail Mystery," "Battling With Buffalo Bill," "Danger Island," "Heroes of the Law."

HOOT GIBSON

Featured in New Series by M. H. Hoffman

Hoot Gibson is an old stand-by that exhibitors can always count on when they want outdoor action pictures to please their audiences. Knowing this M. H. Hoffman, veteran independent producer, secured the services of Gibson and is making a series of six features starring this popular delineator of cowboy roles.

The first of this series, "Clearing the Range," has received the plaudits of trade paper critics and is termed sure-fire entertainment. Sally Eilers appears in support of Gibson in this one. "Wild Horse" is the title of the second production, based on a Cosmopolitan Magazine story by Peter B. Kyne. Alberta Vaughn and Stepin Fetchit appear in support of Gibson. "The Hard Hombre" is the title of the third and "The Gay Buckaroo" will be the fourth. The fifth release is another Peter B. Kyne story. The sixth is to be selected by exhibitors from their vote on several stories by well-known authors.

Associated with Mr. Hoffman in the production of these Hoot Gibson productions is M. H. Hoffman, Jr., who, as general manager of Allied Pictures Corporation, is the youngest producing executive in the industry, and who, through his keen sense of production values, is proving a veritable "chip off the old block."

KEN MAYNARD

And Bob Steele Featured in New Tiffany Program

Tiffany announces that Ken Maynard and Bob Steele will both appear in series of action westerns on the company's new production program.

The first four in this group of out-door thrillers that have been successfully introduced to the trade are "Fighting Thru," "The Two Gun Man," "Alias the Bad Man" and most recently "The Arizonan." Carefully selected supporting casts have been chosen for each feature.

Trem Carr, who completed a group of Bob Steele westerns for Tiffany on last year's program, will continue with the organization producing a new series for the company's new schedule.

"Near the Trail's End," the first in this series, has been completed and is now in the course of editing while preparations are being made for the second, tentatively titled, "South of Santa Fe," to be followed by "West of the Rockies," "The Galloping Romeo," "The Man from Hell's Edges," "Riders of the Desert," "The Nevada Kid," "Texas Buddies," "Law of the West," and "Son of Oklahoma."

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Did it Flop?
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CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ONE COMPLETE turntable and Audak pickup; attachments any projector; good equipment. $20.00 gets both. Public Address Service Co., Dallas, Texas. 6-12

OIL SHIELDS for Simplex projectors using Western Electric; Universal bases; eliminates the use of expensive pads; keeps equipment from from excess oil; price $1.00. Box 282, Neosho, Mo. 6-16

GOOD - ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

New large type Arctic Nu-Air cooling system; never used; also used Brandt changemaker. B-375, Associated Publications. 6-16

PICTURE MACHINE — 35 ⅛ and 1/6; motors good shape; each $6.00. Stebbins Theatre Equipment Co., 1804 Wyandotte, Kansas City, Mo. c6-23

ONE MOTIOGRAPH — Special "F" model; complete with Motiograph Mazda equipment; regular price $825; good as new—$295. B-376, Associated Publications. c6-16

THEATRES FOR SALE

GOOD PAYING HOUSE in county seat town. J. C. Kennedy, De Smet, S. D. 6-16

FOR SALE OR TRADE—Perfect sound theatre; reasonable price; 1,200 population. Lathrop Theatre, Lathrop, Mo. 6-16

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

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YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

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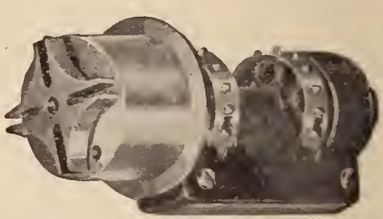
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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Gun Smoke

Paramount—66 Minutes

Cast: Richard Arlen, Mary Brian, William Boyd, Eugene Pallette, Charles Winninger, Louise Fazenda, Brooks Benedict, William Arnold, Carroll Nash, Stanley Mack, Guy Oliver, James Durkin, William V. Mong, Dawn O'Day, Willie Fung. Directed by Edward Sloman.

This is a combination racketeer and western action story that satisfies. The story concerns a gang of criminals forced to leave the big city where their activities have been discovered. They journey west and settle in a small town posing as capitalists. Gold is found by an old prospector and the gang decides to take over the town until they can pan out the wealth and make a getaway. There is considerable cold blooded slaughter when the racketeers take things over. The cowboys get hep to the racket and the sure-shootin' broncho riders decide to show the racketeers where shootin' was invented. The result is a peaceful western town with the hero and the heroine taking the final embrace.

The photography is excellent throughout and the direction top notch. With audiences hungry for outdoor action drama they should eat this one up.—Warren Stokes.

SELLING SEATS: Advertise gangland subdued by sure-shootin' riders of the range. Stress the fact that it is a modern type of Western full to the brim with romance and glamorous action. If the stars mean anything to your patrons spot their names. Above everything else sell ACTION! Your audience will get plenty of it here.

The Vice Squad

Paramount—78 Minutes

Cast: Paul Lukas, Kay Francis, Helen Johnson, William B. Davidson, Rockcliffe Fellowes, Esther Howard, Monte Carter, G. Pat Collins, Phil Tead, Davidson Clark, Tom Wilson, James Durkin, William Arnold. Directed by John Cromwell.

Here is a daring expose of the methods alleged to be used by the so-called vice-squads in the larger cities of the country. Paul Lukas as a member of a foreign embassy staff is caught in a parked car with the wife of his chief and when approached by a detective for questioning the lady drives over and kills the officer as he is taking her registration. Lukas is arrested but the detective sees a chance to use him as a stool pigeon so bargains for his freedom. This work necessitates Lukas giving up his former social acquaintances which includes Kay Francis, who is the sister of a magistrate and to whom his engagement was about to be announced. Disgusted with his work as a police stool pigeon he takes to heavy drinking and in a fit of moodiness is about to throw himself in front of a subway train but is caught in time by a daughter of well-to-do people who is living in Greenwich Village to get atmosphere for her writings. She nurses him back to health and soon after becomes the object of the ambitious detective's framed arrest for vagrancy. This time the stool pigeon reports there is no evidence and the detective makes the arrest anyway. The girl is taken to court and gets a continuance. In the meantime the stool pigeon has been discovered by his former fiance who discovers his story and through her brother, the magistrate, he learns that the detective has been using him illegally. He finds out about the girl in jail, although his fiance renounces him, he goes to her aid and his evidence sets her free, which starts a grand jury investigation into the activities of the vice squad working through the medium of paid stool pigeons. A pleasing fade-out comes as he starts for a taxi ride with the girl who saved him and whom he afterwards saved from jail.

Cast is superb and direction all that could be asked for. Helen Johnson as the girl in the case gives a fine performance. This should prove a good box office magnet in any house.—Southwell.

SELLING SEATS: Don't get too sensational in your copy. Follow the general idea of newspaper headlines with discretion. Get members of local police department to write opinions on the picture. Dress lobby as a magistrate's bench with the scales of justice on top with one pan containing a card marked "Stool Pigeon Evidence" and the other card reading "Innocent Victim of Circumstance," with the former in the heavy end of the scale.

Laughing Sinners

M-G-M—72 Minutes

Cast: Joan Crawford, Neil Hamilton, Clarke Gable, Marjorie Rambeau, Guy Kibbee, Cliff Edwards, Roscoe Karns, Gertrude Short, George Cooper, George F. Marion, Bert Woodruff. Directed by Harry Beaumont.

Joan Crawford with a new type of role and new color of hair in this screen version of the former stage play "The Torch Song." She plays the part of a cabaret dancer who has a wild love affair with a traveling salesman (Neil Hamilton) who finally marries the daughter of his employer and leaves her flat. She attempts to commit suicide but is saved by a Salvation Army worker (Clarke Gable) and she dons the bonnet and cloak of that organization to start life anew. She later runs into the former lover in a hotel and discards the garments of the Salvation Army to renew her old life with him.

Her downfall lasts just over night as in the early morning hours the boy from the Salvation Army brings her back to earth and she again becomes a worker alongside of him and the final fadeout finds them together in the park making the poor children happy.

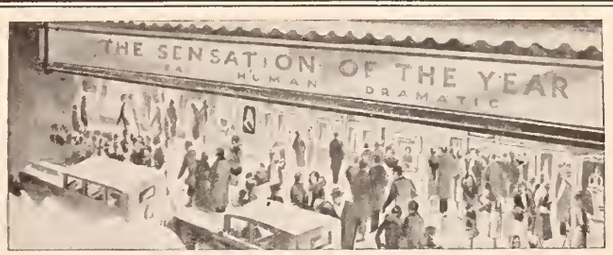
The cast is well chosen and fine directorial work by Harry Beaumont puts this one over in a highly entertaining manner.—Southwell.

SELLING SEATS: Good tie-ups can be made with sheet music stores on the song used and also tie up fashion display with department stores. Sell the star for all she is worth.

The China Plate

Columbia—12 Minutes

Unusually clever Silly Symphony minus the usual animal characters. This time the players are Chinese folks and a romance is woven in to give it a plot. A close-up of an Oriental-designed plate shows a Chinese river scene which suddenly becomes animated and the story gets under way. This will amuse all classes.—Steen.



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THE LAST WORD

THE FILM GROUP
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THE OHIO SHOWMAN, Cleveland, Ohio
NEW ENGLAND FILM NEWS, Boston, Mass.
WEEKLY FILM REVIEW, Atlanta, Ga.

THE ETERNAL FAMILY ENTERTAINMENT

THE building up of family patronage has been a question before the industry ever since sophistication came into the talkies and stayed so long that this "bread and butter" trade dropped off to alarming proportions. The so-labeled kid pictures released during the current season are doing their share in attracting family trade, but they have their limits and they come and go in cycles. However, one type of picture that goes on forever—which is always geared for the entire family—is the western and outdoor action picture. It was this type that first popularized the movies and, even though the talkies cut down its production, when the mechanism for making them were new and unperfected, it is showing itself this season to greater and better advantage than ever.

Action is a vital requisite to good motion picture entertainment and the supplanting of much draggy dialogue with swift-moving action is filling a public want that never wanes. The current popularity of a number of the gangster stories may be attributed to the picture public's demand for action in their film fare that has been almost totally absent from the majority of feature releases. But here, too, a cycle exists, and it is a quickly passing one, in addition to the fact that pictures of this type are not for the entire family.

At the beginning of the sound era the so-called "horse operas" were dropped from the programs of the leading producers. But not for long. Now, with mechanical obstacles overcome, the western and action picture is once again a dominant part of practically every company's program and, with judicious use of sound and dialogue, their popularity is destined to grow to new heights. Motion pictures made their first big appeal through supplying the entertainment-seeking public with action that the stage productions could not give. The outdoor pictures not only give momentum but they also supply added value through the scenic beauty of nature's great outdoors.

The independent producers and distributors are supplying the greater part of the western and action picture output. Their productions are featuring proven stars and strong supporting casts, aiming directly at the box office. Exhibitors, seeking to rejuvenate their box-offices and to bring back in greater numbers their lost family patronage, should find in these productions the needed stimulus. However, these pictures should be backed with proper advertising and exploitation to assure their greatest possible success.

Ben Shlyen

QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD

A consolidation of Exhibitors Herald, Moving Picture World, Motography, Motion Picture News, combining all the time-tested editorial values of business publication tradition within the motion picture industry — published every week — edited by Terry Ramsaye — subscription price, $3.00 the year.

MOTION PICTURE DAILY

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Published every fourth week as section two of Motion Picture Herald, Better Theatres is devoted to the construction, operation and equipment of theatres—a smart, technical journal dealing with the physical and operating problems of the motion picture theatre—leading authorities deal regularly with the problems of house management and equipment—edited by George Schutz—subscription included with Motion Picture Herald.

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The Western Champion

A big, bronzed champion of the great free range, a dashing gladiator on a wonder horse, Ken Maynard turns any story into thrilling drama. But it isn't *any* story you'll find associated with Ken Maynard. A gifted player, this champion of all the Western stars is supplied with stories more thrilling than your narrowest escape!

Ken Maynard and his talented horse, Tarzan, are the blue bloods of Westerns. They have been elected to this invincible position by the patronage of the children and the grown-ups of America!

RELEASED

"FIGHTING THRU"



"TWO GUN" MAN



CURRENT RELEASE

"ALIAS THE BAD MAN"

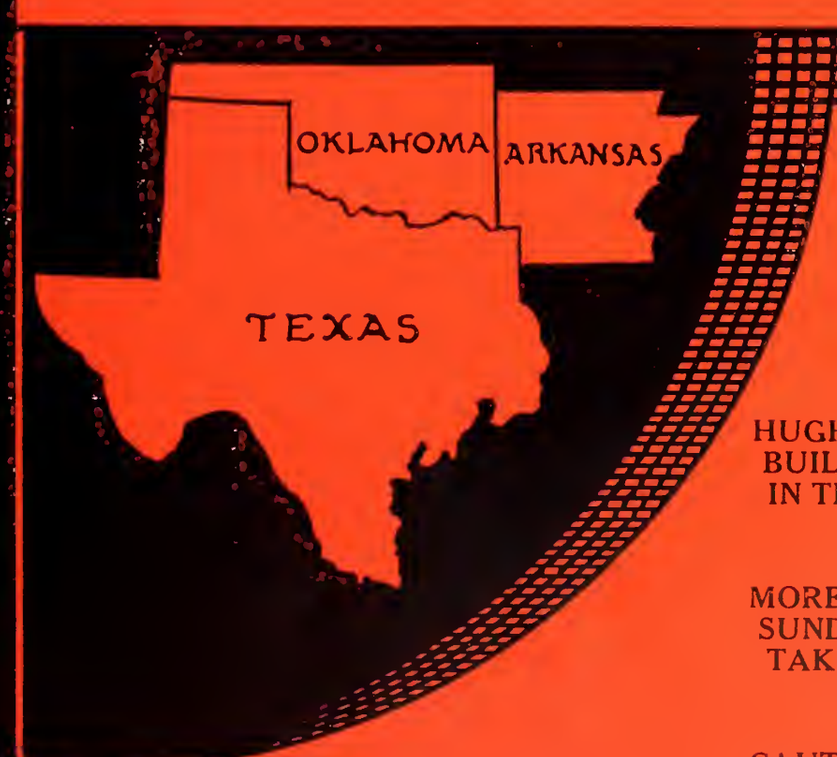


READY JULY 15th

TIFFANY PICTURES

JUNE 23, 1931
VOLUME VII NUMBER 12

MOTION PICTURE TIMES



HUGHES-FRANKLIN WILL BUILD 2 BIG THEATRES IN TEXAS IMMEDIATELY

MORE THEATRES OPEN ON SUNDAY WITH NEW LAW TAKING EFFECT AUG. 23

CAUTION AND FAIRNESS IN FILM BUYING AND SELLING WILL KEEP MANY THEATRES IN BUSINESS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC



This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for _____

covering _____ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name _____

Theatre _____

Town _____ State _____

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Houses Opening Sundays

With New Law Taking Effect August 23; Some Situations Are Opening Sooner.

Although a majority of the closed towns are planning to open n Sunday as the new law goes into effect August 23, some situations will throw open the gates a little ahead of that date to give the movement added impetus.

Publix opened Mexia on June 20, it is reported. Previous attempts to open met with serious opposition both from legal and reformer sources.

Pending the outcome of the Mexia opening, Mr. and Mrs. H. H. Covington while in Dallas last week were altering their bookings to open the Star at Teague on June 28.

C. V. Jones, Hughes-Franklin auditor, who bought Hillsboro in his own right from R. & R., plans to open August 23. Many previous attempts to run on Sunday in Hillsboro met with defeat.

Don Douglas and H. W. Little will open the Strand at Uvalde, staying well within the law by announcing August 23 as the date.

H-F to Build Two Texas Theatres

Del Rio and Sweetwater to be Sites for Future House; Other Theatres Planned.

Construction on a new theatre in Del Rio for Hughes-Franklin, to seat 1,000, will start immediately, according to an announcement made in Dallas Saturday.

Plans on the structure have been entirely completed and the contract will be let at once, it is said.

P. J. Poag manager of the H-F houses in Del Rio; C. V. Jones, H-F auditor; and H. B. Robb and E. H. Rowley, H-F division managers, have jointly purchased a lot on which the big house will be located.

About a year ago Del Rio newspapers announced a new theatre for the town, but the venture was delayed pending a turn in business conditions, it is believed.

Last week C. H. (Buck) Weaver announced that he would open an opposition house in Del Rio about the middle of July.

(Continued on page 5)

Stop a "Racket"

With Arrest of an Alleged Embezzler; Times Story Causes His Downfall.

The confidence man who recently dealt misery to E. L. Black at Celina, selling and collecting for theatre advertising on the strength of a fake purchase of Black's theatres has finally been locked up in Mt. Vernon, Texas, after similar escapades in a number of other towns, information reached Dallas Saturday.

About the time the issue of MOTION PICTURE TIMES containing the Black story was in the mails, Mrs. House wrote a sound-on-film distributor at Dallas, stating that she had sold her theatre in Mt. Vernon and that the purchaser was going to buy sound-on-film.

(Continued on page 4)

NEW DISTRICT MGR.

Columbia Appoints Harry Taylor

Columbia branches at Dallas, Oklahoma City and St. Louis are now under the jurisdiction of a new district manager J. B. Underwood manager of the Dallas branch, has announced. Harry Taylor of Kansas City, former Universal district manager, is the new Columbia executive, taking over territory formerly under Sam Moscow, of Atlanta. The shift is merely a division of the selling field with Moscow remaining as district manager of the Atlanta, New Orleans, Memphis and Charlotte offices.

ADDS 4 STAGES

RKO-Pathe Will Finish Schedule Jan. 1

Hollywood—Lee Marcus, president of RKO-Pathe, signalized the start of the fifth month of this young company's activities this week by arranging for the addition of four new sound stages to the facilities at the Culver City studios where Charles R. Rogers, production executive, has already made marked progress on the 1931-32 schedule of star specials and comedy shorts.

Marcus stated that the added studio equipment was to assure facilities for increased production work which will insure the completion of the season's schedule by January 1. He further stated that plans would then immediately get under way for the 1932-33 program so that there would be no let-up in activities at the production plant.

Cautious Buying

By V. W. CRISP, Editor

NOW is the time to buy provided the prices and terms are fair, is advice sent out from M. P. T. O. headquarters. That is sensible propaganda which will lead to a stimulation of business if it has its weight.

The larger film companies are now selling their new line-ups and are attempting to get as much as thirty per cent increase in prices over last year. One Dallas exchange has set its quota at $1,000,000 volume of business for the coming year. This company put out remarkably good box office attractions the past season with a line-up of stars that were box office. This product had wide distribution last year and if the million is raised for the new year there must be an increase in rentals to do it.

The distributors, several of them, take the position that due to economic conditions, film rentals have been below par in many cases and that the rates must be raised. The new product sold now will start playing during the fall months when a revival in business is anticipated generally. They feel that the exhibitor should be willing to pay more rental in all those cases where product has been sold too cheap.

(Continued on page 8)

NEW PHOTOTONE

Tomlin Takes Over the Agency Here

M. E. England, factory representative of the Phototone Corp., is in Dallas in a specially designed truck demonstrating a portable sound equipment for which J. G. Tomlin, of Square Deal Film Exchange has acquired the agency. The equipment, exclusively sound-on-film, is put out in two models, one called the Kolograph for home and non-theatrical use, the other called Phototone for theatre trade.

The equipment is complete including portable projectors, sound heads, amplifiers, speaker, screen, etc.

ALONG FILM ROW

A. C. Bray, of the Gregg Amusement Company at Gladewater, opened the Ritz Theatre on June 24, it was announced. Hardin Theatre Supply Company secured an order from this theatre for two Simplex projectors and two Strong reflector arc lamps.

* * *

Melrose Amusement Company, operating the Melrose Theatre in Dallas de luxe neighborhood house, has secured a charter denoting capital stock of $20,000. P. G. Cameron, J. B. Rucker and Carl H. Rucker are named as the incorporators.

* * *

B. C. Gibson, former Sono Art salesman, established a big record for the first three weeks selling Universal. Gibson piled up a total of $20,000 in contracts for the period. Tom Mix is the boy, "Gib" said.

* * *

J. O. Ford, factory representative of the Blizzard Sales Company, reports the sale of a Blizzard cooling equipment to Carl Anderka, of the Cozy Theatre at Orange Grove, Texas.

* * *

H. C. (Monty) Montgomery is back in the harness selling westerns for Harry and Joe Silverman of the Monogram office in Dallas. Monty sold westerns for Pathe over seven years straight and that's his long suit.

* * *

J. M. Reynolds, Palace Theatre at Whitewright, Texas, formerly of Arlington, came down Tuesday for a day's work on the market. "Sody" hasn't been to town much since taking over the new show.

* * *

L. C. Baxley, manager of the San Antonio Universal office, arrived in town Monday for a conference in the Dallas office and for a session later with some of the boys.

* * *

C. W. Matson of Rockdale was doing business with Dallas bookers Monday.

* * *

Irving S. Melcher has closed the Avenue, Dallas neighborhood, for the summer. It is also reported that Melcher has sold the Oak Lawn, another Dallas neighborhood, but this deal was unconfirmed Tuesday.

* * *

John Fuller, of Leonard, and Roy Fuller, of Wolfe City, brother exhibitors, were in Dallas Tuesday. John was booking mostly westerns. Roy wasn't particularly interested as he has closed Wolfe City until September 1.

NEW FIXTURES

Voight Lighting Display by National

A new line of theatre lighting fixtures is now on display in branches of National Theatre Supply Company, J. L. Brown, manager of the Dallas office, has announced.

These fixtures are an entirely new line manufactured expressly for the theatre by the Voight Company, Mr. Brown emphasized. A very complete catalogue is now available for the asking on these fixtures, he said.

Stop a "Racket"

(Continued from page 3)

The distributor had just read the Times story and wrote Mrs. House, warning her to thoroughly investigate the party to whom she was selling and enclosing a page from the Times exposing the Celina fraud.

After reading the story Mrs. House started correspondence with Black at Celina for more details and further descriptions of the fraud artist. After an exchange of several letters, Mrs. House then presented the facts to sheriff's departments in that section of Texas and up into Arkansas. Notices for the apprehension of the man were posted about the country offering a reward for the alleged embezzler. He was arrested in Horatio, Arkansas, after racketeering there and brought back to Mt. Vernon where he was lodged in jail with six counts of embezzlement pending against him. The man had lately been operating under the names of Thompson and Williams.

15% Off on Parts for All Projectors

COMPLETE LINE STANDARD PROJECTION EQUIPMENT

and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

Pardon the Frankness!

But—

is your cooling system noisy, too much humidity, swift air-currents that annoy your patrons, prevent hearing?

The **BLIZZARD**
Air Aristocrat

falls heir to none of these faults. It's silent, washes, dries, cools, delivers the air at slow velocity — permitting of cooling every nook and corner.

Write or wire for low factory prices. Terms.

J. O. FORD
Factory Representative

BLIZZARD SALES CO.

P. O. Box 594. Phone 2-0635. Dallas, Texas

Stay Out of Circuit Towns, Says Showman

Answering C. H. (Buck) Weaver's letter in last week's Motion Picture Times wherein Weaver said now is the time for the independent theatre man to go in against the big chains, N. H. Wertheimer, who broke into print in the same issue with the sale of his theatre holdings in Little Rock to Robb & Rowley, strongly advised against Weaver's idea.

"You can take it from one who has been through the mill," Wertheimer said, "the independent theatre operator hasn't a chance against the chains. There may be exceptional cases where an independent is making a temporary good showing, but such conditions are only temporary," he said.

"Unless an independent exhibitor has enough capital to go into the lower courts and carry his battles to the supreme court he had better stay out of the big circuit situations," Wertheimer said.

Claiming that he lost $29,000 in two years operating a de luxe theatre in Little Rock in opposition to Publix, Mr. Wertheimer recalled that during one of these years he bought six pictures from United Artists and that five of them were delivered. Among these six there was one money-maker, he said, and the money-maker went to Publix.

Mr. Wertheimer said that he could have gotten out an injunction to prevent delivery of this picture to Publix and then would have had to go into the courts, all of which might have cost him $5,000, which would be more than the picture was worth to him.

The exchange managers are glad to do what they can to help the independent theatre man, but their hands are tied, Mr. Wertheimer said. It was only a five year franchise for Warner pictures and exclusive rights in Little Rock for Vitaphone that enabled Mr. Wertheimer to induce Publix to go in partnership with him. Otherwise he believes he would have lost a fortune in his Little Rock venture. The producers are going to recognize volume business everytime and this the independent cannot give to them, he said.

To Cleveland

E. J. Callahan, of Crockett, was on the market Monday completing his July bookings. Within the next few days he and Mrs. Callahan will motor to Cleveland to visit relatives. E. J. had been planning the trip by air, but he couldn't sell the madam on the big idea, he said.

To Meet in July

Judge Roy Walker Calls T. O. P. A. Directors to Dallas for Copyright Conference.

A call for a directors meeting in Dallas for July 7, has been sent out by Judge Roy Walker, president of the Theatre Owners Protective Association, to discuss suits now being filed by film distributors against many smaller towns of around 3,000 population and less. The directors' session will also discuss operations of the Copyright Bureau.

A letter addressed to O. A. Englebrecht, one of the organization directors, is as follows:

"Lampasas, Tex.,
June 20,1931.

"Mr. O. A. Englebrecht,
Georgetown, Texas.

"Dear Sir: As president and director of our Association, it seems to me that it is about time for us to get ourselves in shape to try and be of material benefit to the independent theatre owners of Texas, especially the smaller ones. I am daily receiving letters from exhibitors, mostly in towns of 3,000 and less, who are being sued or threatened with suit by a few companies under 1929-30 contracts, that if they attempt to comply with would break them financially. In my opinion, these contracts are void, as has been held in other states, and if not void, the product under them that has been played by some of us is rotten and not worth playing. I think that we should get behind some of these suits and make test cases of them. If our organization is to be worth anything, now is the time to try it out.

"I know of exhibitors who are tied up with RKO and Tiffany franchises, and under present conditions they cannot play these contracts. I have just been notified by RKO that next year the cost of production would be the limit, and this is absurd. I think that we should demand a showdown on these franchises for protection of the industry as a whole.

"I have recently been in Dallas, and find that the producers have a bunch of checkers at work, preparing to enforce their patent right claim on the exhibitors in Texas and make each one pay $250 for running pictures an extra day, even if they had a verbal consent of branch managers, or if bought for one show in a town and exhibitor had two shows in the town and the picture was run in the other show without a written agreement, or if bought for two days and run at a midnight matinee.

"I think that any exhibitor who bought for one town and ran it in any other should have to pay, but the position they are taking is nothing more or less than highway robbery, and in my opinion we should protest this action to the Dallas Film Board, and if necessary take it to New York, at the same time securing a competent attorney to test the matter in the court.

"I would like to call a meeting of all the theatre owners in Texas, but feel at this time many of them could not come on account of the expense, but we have the funds to care for the expenses of the directors, and I would like to hear from each one by return mail as to whether or not you can meet on July 7 at Dallas, and see if we cannot get some result.

"Please advise me by return mail. Yours very truly,
"ROY L. WALKER."

Sign Bessie Love

Hollywood — Bessie Love has signed her name to a Tiffany contract, to appear in the leading feminine role opposite Conway Tearle in "Morals for Women."

H-F to Build

(Continued from page 3)

Sweetwater Next

Just as soon as plans can be whipped into shape, Hughes-Franklin will also build a big house in Sweetwater, Texas, where suitable theatre facilities have been lacking for some time, it was said. The circuit owns two houses in the town and have been operating one. Several independent operators have been negotiating to enter Sweetwater, but the progress of their plans has not been made known during the past few days.

Expansion Indicated

Although it has been said that the Dallas-Highland Park gigantic neighborhood theatre announced by Harold B. Franklin on his recent visit, had fallen through, it has been re-indicated that the project will go through in line with Franklin's belief that business in the cities has shifted to the neighborhoods. Further expansion of Hughes-Franklin into other towns of the Southwest is believed near at hand.

New Title

Universal City—"Twenty Grand" has been chosen by Universal as the releasing title of the stage play, "The Up and Up". This production by Eva K. Flint and Martha Madison, was purchased last year by Universal.

"Congratulations and More Power to You" —Mr. Wm. Shieldes
LIBERTY THEATRE
Tyler, Texas

Form 120

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION
TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W E ATKINS, VICE-PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT
Received at W. U. Bldg., Cor. Main & Pearl Sts., Dallas, Texas
TYA690 108 NL—LIBERTY THEATRE—TYLER, TEX. 20
THE PHOTOTALKER CO., 313 S. Harwood St., Dallas, Texas
I thought you would be interested to know that one year ago today I opened my Liberty Theatre with your Universal Sound-on-Film Equipment. Please accept my sincere appreciation for the wonderful service that your equipment has rendered. I have not had a silent house in the year. I have not had any trouble of any kind and as you know I have had no replacements of any kind. Your equipment is absolutely O. K. Another thing I am sure you would like to know is that today box office set a new house record. I highly recommend your equipment to any one needing sound equipment. With kindest regards.
W. M. SHIELDES

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.
313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

UNIVERSAL SOUND ON FILM, *Distributors*

Product-Buying Under Way

FILM ADVERTISERS CONTINUE

Fewer Houses Closing

This Summer Than in 1930, According to Survey by Film Boards of Trade.

New York—Theatre closings this summer are less this year than last according to a report by the Film Boards of Trade. During the last month only 232 theatres have gone dark against 551 in the same period of 1930 and 331 in the corresponding month of 1929. In addition the 232 closings of last month are offset in part by 108 openings and re-openings. During the two preceding months there were 408 closings. The report covers a survey of the entire United States.

Studio News

Los Angeles — Joe Blair has been appointed studio representative for Associated Publications and will contribute each week a page devoted to current production news from Hollywood. Blair for several years was west coast representative for Theatre Management and other trade publications. His first page of studio gossip appears on page 12 of this issue.

MAY DROP REEL

Allied Asks For Opinion on Ad Film

Washington — In a bulletin issued by Allied States, the organization asks its members for their opinions on advertising newsreels. The statement reads: "Allied undertook to procure the issuance of a newsreel containing a limited amount of advertising as an offset to the advertising, open and concealed, carried by certain producers. There has been some suggestion that in view of the action of Paramount and Warner Bros. in renouncing screen advertising Allied might properly take the same position. Allied leaders throughout the country are asked to give their views on this as well as the views of their members."

GROSS SALES UP

RKO Reports 200 Per Cent Increase

New York—A 200 per cent increase in gross sales is reported by Charles Rosenzweig, general sales manager for RKO pictures. The increase amounts to $2,500,000. According to Rosenzweig, the upward trend is due to concerted action on the part of the entire sales force, better pictures for which more substantial rentals and percentages may be charged and a high percentage of RKO pictures being sold to individual exhibitors and circuits.

FOX SETTLES

Sheehan Wins $310,000 Law Suit

New York — A full settlement out of court has been won by Winfield Sheehan, Fox Films general manager, in his law suit against William Fox over $310,000 which Sheehan said was due him as proceeds for certain stock placed by him in Fox's hands for sale.

Fox claimed he had invested the proceeds on Sheehan's behalf and that the investment resulted in a loss, and he counterclaimed against Sheehan for $190,000. Under the settlement, which came about just as a jury was being selected for a trial in the Supreme Court, in addition to paying more than a quarter million dollars and turning over certain stock to Sheehan, Fox also withdrew the $190,000 claim.

To Form Plans for Sponsored Shorts; Must Be of High Calibre and Handled Properly.

New York—The attitude of major film companies will not affect materially the future plans of screen advertisers, said W. D. Canady, vice-president of Lehn & Fink, in an address before the Talking Motion Picture Advertising Group at the Advertising Federation of America's annual convention here last week.

Only 18 per cent of the country's 13,000 sound film houses are affiliated with the circuits, said Canaday, and therefore "any harm which may have been done by the circuits is only of a temporary nature. 'Movies' have been used for advertising purposes in both circuit and independent theatres for upward of 20 years and they will continue to be used in the modern form—the 'talkies.'"

"There is a danger that the sponsored pictures may be subject to criticism if they are not of the highest calibre," he continued, "and if the advertising is not handled in a subtle and unobtrusive manner. The most successful sponsored films are the short, humorous sketches, romantic skits and travelogues."

The cost of production, he said, varies according to the producer and the type of film. The average cost runs from $5,000 to $15 000.

SAAL TO TIFFANY

Publix Theatres Man to Head Sales

New York—William Saal, former director of Publix theatre management in the south and outhwest, has been appointed director of sales and distribution for Tiffany.

"BUY NOW," SAYS M. P. T. O. A.

New York—In a statement issued to its members, the M.P. T.O.A. advises exhibitors to "buy now, providing the terms of purchase are fair." If terms are unreasonable, the association declares, the exhibitor should hold off until prices come to a more reasonable hasis.

"Buying at a fair figure now means that product can be played when it is new, but this advantage is offset if the deals are at exorbitant figures," the statement reads. "Each exhibitor must stand on his own rights, but in all cases the element of fairness is essential. It is imperative that exhibitors buy on a reasonable basis. Otherwise they should wait until the prices are right."

Without Opposition, it Is Revealed by Survey of Seven Film Exchange Centers.

With one exhibitor faction advising independent showmen to lay off product-buying for the present, and another side of the exhibitor ranks instructing theatre men to buy if the prices are right, the average independent is up in the air as to which advice to heed.

Several distributors have announced that they are asking and getting more rental for their pictures this year than last, believing that the quality of their product is higher than ever before. Exhibitors, on the other hand, claim that their overhead has not been reduced sufficiently and that patronage has not increased enough to warrant the payment of higher rentals and percentages.

But regardless of which side of the fence is right, a survey of seven exchange centers in the United States reveals the fact the exhibitors are buying new product as rapidly, and in some cases more rapidly, as in former years. Exchanges in these seven centers report that there is little holding out on contracts and that buying is going along without much opposition.

New Contracts

Hollywood — Metro - Goldwyn-Mayer has signed new contracts with George Kelly and Charles MacArthur, playwrights, and also with Jean Hersholt. Kelly and MacArthur are now at work at the Culver City studio, each being busy on an original screen story. Hersholt's last role was in John Gilbert's "Cheri-Bibi."

Tax in Doubt

Washington — Steps have been taken by Allied to investigate the rumors that an effort will be made to impose an admission tax on motion picture theatres at the next session of Congress. So far nothing more concrete has been developed than general expressions in favor of a special sales tax by Congressman Will Wood, of Indiana. When and if tangible evidence of such a move is obtained, proper representations will be made and Allied members will be asked to join with the national headquarters in opposing the move.

11,000 Theatres in the Columbia Circuit!

A SMASHING TESTIMONIAL TO THE DRAWING POWER OF COLUMBIA PICTURES AT THE BOX OFFICES OF THE COUNTRY . . .

• • •

11,000 OF THE INDUSTRY'S MOST SUCCESSFUL THEATRES—NOT ONE OWNED OR OPERATED BY COLUMBIA—ARE TODAY PLAYING COLUMBIA PICTURES CONSISTENTLY!

• • •

COLUMBIA'S GREAT BOX-OFFICE PICTURES WILL MAKE YOUR *BRICK AND MORTAR INVESTMENT* PAY DIVIDENDS!

DON'T DELAY

ACT AT ONCE!

COLUMBIA PICTURES

Book Columbia Pictures NOW!

Plans Defense Against Penalties

Levied by Copyright Bureau in Southwest; Walker Outlines Ideas to M. P. Times.

Having no patience with the bicycler, but believing that the activities of the Copyright Bureau in the Southwest are unreasonable, Judge Roy L. Walker, Lampasas exhibitor and president of the Theatre Owners Protective Association, outlines to the trade his plan of defense against heavy penalties in behalf of the independent theatre owners.

Judge Walker's plan, contained in a special letter to MOTION PICTURE TIMES, is as follows:

"Lampasas, Tex.,
June 20, 1931.

"Mr. V. W. Crisp,
313 S. Harwood St.,
Dallas, Texas.

"Dear Sir: In line with your article in a recent issue of the TIMES, I think the time has come for the independent theatre owners of Texas to get lined up and make a united fight against the attempt on the part of the distributors to hold up the industry. In my opinion, the action of the distributors in the past few months in an attempt to bring into Texas this Copyright Bureau investigation is little short of highway robbery.

"I have no patience with any exhibitor who bicycles pictures or attempts to violate the clear letter of his contract and would be the first to vote in favor of making any exhibitor pay for this kind of a breach of contract. From my investigation, the distributors are not stopping with securing what is rightfully theirs but are holding up exhibitors for showing pictures when branch managers had agreed to the showing. I am inclosing a copy of letter today addressed to the directors of our association, and it is my purpose to force an issue on the questions outlined in this letter.

"I think our Association should protect the smaller independent theatre owners, and if we cannot, I certainly do not want to stay at the head of our organization. I believe that under present conditions in the industry, the time has come for a fight to place business on the basis where we will know at all times what we are doing, and what we are going to receive, and I think that we should first try to secure proper recognization and assistance from the Dallas Film Board and then New York, and if we fail there, place the matter before the courts of Texas where I know equity will give us relief.

"I will be very glad to see you help us through the columns of your paper.

"Yours very truly,
"ROY L. WALKER."

Into 3rd Week

New York — "Daddy Long Legs," starring Janet Gaynor, is being held over for a third week at the Roxy Theatre. It is the first picture to have such a long run at the world's largest theatre since "Common Clay" played there a year ago.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

Cautious Buying

(Continued from page 3)

On the other hand the Theatre Owners Protective Association has sent out advice urging exhibitors not to make early contracts as it may be another twelve months before business begins to climb back.

"Buy with this in view," the notice reads. "Do not sign a contract unless you know you can live under it now and twelve months from now. Read each contract carefully and familiarize yourself with the various special clauses. The companies are all using different provisions. If you give splits and render honest box office reports you cannot live under them. If you make false reports it is embezzlement."

Some theatres in certain sections cannot pay even present film rentals and stay open through the summer. These houses ought not to be closed on account of film rental, if that is the cause. It is also no secret that some towns are paying less film rental than they should, particularly circuits. If the exchanges are going after their increases in these quarters nobody will be hurt.

But there must be acute fairness in selling and buying the new product. Exhibitors ought to know what they are buying and what it's going to cost. New provisions in the contract should be intelligently explained to them by salesmen. Thorough knowledge in these matters tends toward a peaceful fulfillment of the contract on the part of the exhibitor.

Now is the time to buy the new films—but judiciously.

The Time is NOW Here When The Exhibitor Must Rely on His Cooling System

For the Biggest Portion of His Daily Box-Office Receipts and Profits

Whether Business Is On the Increase or Decrease, You Must Have a Good, Silent Cooling System Now.

BUFFALO

Distributing Units *and* Air Washers

Are demanded by the talking picture industry because of their silent perfection and high efficiency. They are responsible for contented patronage day after day.

Buffalo Is Ready to Serve You. Ask Us for an Estimate on the Most Economical Way to Cool Your Theatre Immediately.

Buffalo Engineering Co., Inc.

311 S. Harwood GEO. W. THORNTON, Gen'l Mgr. DALLAS, TEXAS

WHOOPEE!!!!

TOM MIX

undisputed King of Western Stars and
"Tony" his Wonder Horse — — signs with

UNIVERSAL

production starts immediately on first of
6 greatest talking westerns.

Industry's most significant move to bring
real fans back to the theatres!

Ride with a winner!

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

New RCA Model for 500-Capacity Houses

HAVING attained unprecedented results from the recent introduction of a new all AC operated sound reproducing equipment designed for theatres up to 1,000 seating capacity, RCA Photophone, Inc., has perfected still another apparatus of similar type for theatres having capacity up to 500 seats, which is being offered to exhibitors for $1,600, it was announced last week by Sydney E. Abel, general sales manager.

New Terms

New and attractive terms of payment have been arranged. The special equipment may be acquired by responsible exhibitors by the down-payment of $100.00 and additional weekly payments of $25 for a period of two years. The weekly payment includes rental, insurance, finance charges and service at the rate of one call monthly which, under this plan, fixes the service charges at $32.50 per month. At the expiration of the two-year period, the exhibitor may continue service.

Belt Driven Design

The new RCA Photophone special size equipment sound head is of the new belt driven design with AC operated exciter lamp. This design provides extreme simplicity and satisfactory performance. With careful consideration of the requirements that would insure ample volume in an auditorium containing up to 500 seats and having a cubical content up to 75,000 cubic feet, the RCA Photophone engineering department has designed an amplifier that is twenty-four inches wide, eleven inches high and eight inches deep. It occupies so small a space that it can be placed on the wall of the projection booth between the projectors. The apparatus is operated with 110 volt, 60 cycle and 50 cycle AC and 115 volt DC power supply, with slight increased cost for Powers projectors or DC power supply. No batteries or motor generators are required and because of the compactness of the entire unit, it can be installed in exceptionally small projection booths. The new loudspeaker and directional baffle, which have been so successfully employed in all recent RCA Photophone installations, are supplied with special size equipment.

For Small Houses

"We believe we will have solved the small exhibitor's problem with he introduction of this new special ize equipment," said Mr. Abel. 'Our engineers have turned out a splendid unit for houses of not more than 500 seating capacity and we believe our new policy, ffering exceedingly liberal terms, will meet with even a more renarkable response than that which ollowed the announcement of our tandard apparatus for theatres p to 1,000 seating capacity. In my opinion, this newest achievement of our engineering department will bring about the reopening of many small theatres that have been forced to close and will stimulate business during the coming summer months. Summer is the best time to prepare for fall openings and we look forward to constantly increasing activity."

Mr. Abel said that installations of the standard size equipment and the larger models had far exceeded the corporation's expectations. He added that the special size equipment had undergone rigid tests to insure its successful operation and that deliveries would be made as rapidly as contracts could be approved at the executive offices.

NEW SEAT PHONE

Fortiphone Device For Hard-of-Hearing

UNDER the name of "Fortiphone," a new seat phone for he hard-of-hearing, is being put ut by Fortiphone Corp. of New York. Two types are being offered by the firm, the Simplex, or those slightly deaf, and the Universal, which is equipped with a sound regulator that may be adjusted to various degrees. It can be used with or without the patented Sonomax amplifier, used in cases of extreme deafness, according to claims of the company.

ALL-GEAR UNIT

Sound Service Requires No Belt

SOUND Service Co. of San Francisco is offering a complete ound and motor drive in one unit, all gear and chain driven, requiring no belts and made for Powers, Simplex and Motiograph projectors.

Two exciter lamps are provided with the unit for emergency use, balanced by two heavy flywheels, tone waver eliminated by a spring floated filter and a hold back sprocket to prevent flutter. It is declared that its silent, mooth running, balanced features insure the best of reproduction from the new silent recording.

Complete, all-alternating current sound equipment is also being marketed by the company.

A. C. AMPLIFIER

Operadio Co. Markets a New Device

OPERADIO Manufacturing Co., of St. Charles, Ill., is marketing a new completely alternating current operated amplifier said to have been especially designed for sound-on-film use.

Having an output of 15 watts and suitable for use in average theatres having a seating capacity of 300 to 800 people, the device, it is said, is not only completely AC-operated, but also furnishes all ower required for the associated pparatus that is used in conjunction with sound-on-film reproduction. This includes furnishing the voltage for the photo-electric cell, as well as the filament supply for the exciter lamp.

The unit being small and compact, with all controls easily accessible and plainly marked, can be readily placed between two projectors on the front wall of the projection booth. It can also be adapted for use with sound-on-disc, the company claims.

A unit for larger houses is also being put out by the company.

ACOUSTICAL AID

Tests Made by White With Mohair

EXPERIMENTS recently made by Dr. William Braid White, of Chicago, nationally known authority on acoustics, showed that mohair velvet is especially effective in absorbing or failing to reflect the high-pitched noises, the ones most disturbing to the human ear.

The relation of mohair velvet to good acoustics is being further demonstrated in research conducted by the American Seating Co. Their engineers have found that the use of mohair definitely increases the sound absorption and its effect is so marked that there is a ten per cent increase in absorption when the mohair velvet seats are in the down position instead of the raised position.

Mohair velvet upholstery's aid to acoustics is particularly noticeable when the theatre is only partly filled. If the seats are unoccupied and are covered with a hard, sound-reflecting material, there is a marked increase in the amount of reverberation or echo which disturbs patrons. Seats upholstered in mohair, on the other hand, absorb sound whether occupied or not, hence the empty seat is not an annoying factor when covered with mohair.

TRIPLE LENS TURRET

International Is Reporting Good Results

GOOD results are being reported by the International Projector Corp. on the tripple lens turret. One lens of the proper focal length may be used for silent or sound-on-disc prints, the second for sound-on-film and the third for Magnascope or similar types of effect.

Each of the three lens mounts may be separately adjusted both vertically and laterally and each may be separately focused, it is declared. These lens mounts also accommodate all makes and focal length of lenses either half or quarter size. It is only necessary to insert, adjust and focus three enses of the desired focal lengths, after which anyone of the desired three may be instantly swung into the optical axis.

FILM RESTORER

New Method Claimed for Rejuvenating

A METHOD of cleaning and rejuvenating used films so that the original quality of the sound track is retained, is said to have been perfected by Fred Mast, president of Rex Film Cleaner, of Cleveland.

Under the system, which incorporates the use of Waxolene, all-surface dirt and oils accruing from use are removed without injuring the film, it is said. A blotting system replaces a rubbing system for absorbing surplus oils. In addition the film is subjected to treatment which restores those elements in it that are destroyed by the strong lights to which it is subjected in its passage through a projection machine.

Here it is!

RCA PHOTOPHONE

All A.C. Operated Special Size Equipment for 500 SEAT THEATRES

Lease Price

$1600.00

RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT for theatres of 500 SEATING CAPACITY and under is now ready! Designed and built to meet the requirements of the smallest theatres . . . compact . . . simple in operation and offered at a price that makes it the salvation of hundreds of houses that heretofore have remained dark or unprofitable with silent pictures or with unsatisfactory sound equipment.

COMPLETE A-C OPERATION

No Batteries . . . No Motor Generators . . . Direct Connection with the A-C Power Line . . . making operation extremely simple. Built for small projection rooms.

DESIGNED FOR SMALL THEATRES

Adapted to Simplex, Powers and Kaplan Projectors, operates with 110 volt, 60 cycle and 50 cycle, and 115 volt, D-C Power supply. (Powers and D-C equipments at a slightly higher cost.)

AN ENGINEERING TRIUMPH!

At Last! The small theatre is given the same opportunity as the super de-luxe house. With confidence the small theatre owner can proudly advertise his RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT, knowing that the box-office attractions of the major studios will be presented with the fidelity of tone and perfection that characterizes RCA PHOTOPHONE performance.

$100.00 DOWN, $25.00 A WEEK!

On the Lease plan, this RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT may be installed on deferred payments as low as $25.00 per week which includes lease and finance charges, insurance and REGULAR SERVICE during the payment term. *It takes but a very few extra admissions to pay for it and deliver a profit from the first day of operation.*

For further information communicate with nearest branch office or direct to

Commercial Department

RCA PHOTOPHONE, INC.

411 Fifth Avenue • New York City

A Radio Corporation of America Subsidiary

15 Branches in Principal Cities of United States and authorized Distributors in Foreign Countries.



THIS WEEK *in* HOLLYWOOD



By JOE BLAIR
Studio Representative,
Associated Publications, Inc

IN conducting this page weekly, it will be the air of this writer to render a service unequalled by any other publication. There is only one policy "BETTER MOTION PICTURES FOR THE EXHIBITOR AND THE INDUSTRY."

Any criticism, constructive or complaining, will have only one view in mind, i. e., better motion pictures. So here we go . . .

Bob Lynch of Metro-Goldwyn-Mayer, in an advertisement the other day, registered a complaint against the way exhibitors manage their theatres.

I'll say this much—any exhibitor running his theatre by the methods employed by 90 per cent of the producers in operating the studios in Hollywood, would go broke in 30 days. Practically every studio in the business is a nest of political schemers. Anyone who wishes to advance, cultivates favors by bribery, trickery and frameups. Those who diligently try to make good motion pictures are fired and railroaded out because of their intelligence and ability.

If one-tenth of the business principles most any exhibitor uses in the management of his theatre were employed by the executives of the studios, the exhibition end of the business would be a more profitable and pleasant occupation.

No, Bob, don't find fault with exhibitors—make a trip to Hollywood sometime and I'll show you evidences of mismanagement no exhibitor would tolerate.

Now let's see what happened in Hollywood this week.

Warner Brothers-First National studios laid off several hundred employees and Radio Studio suspended preliminary work on six forthcoming pictures and laid off 300, including cameramen, assistant directors and other employees. Both studios will remain practically idle for several months, it is declared. New money needed again, I guess.

Oh, for a good housecleaning within the ranks of those who think they know how to make motion pictures.

* * *

Tay Garnett, ace RKO-Pathe director, has returned from Catalina Island where he completed exterior scenes for "The Mad Marriage," which features Helen Twelvetrees, Ricardo Cortez, John Garrick, Paul Hurst, Frank Conroy and others. Garnett is one of the most capable directors in the business and is expected to have a winner in "The Mad Marriage."

* * *

WHEN C. Graham Baker resigned from Warner Brothers-First National this week, this firm lost one of their most capable executives. Baker's experience dates back from the early days of the industry and his record is one of many successes. He has served as associate producer and scenario chief.

* * *

Larry Darmour has signed a formidable cast of well-known players for his feature talker, "The Mystery Train," which Phil Whiteman is directing. Marceline Day, Nick Stuart, Hedda Hopper, Bryant Washburn and others of equal prominence are the players already signed.

* * *

Hugh Herbert, Radio's superb character actor, has been cast for a featured role in "Consolation Marriage" which Paul Sloane is scheduled to direct for Radio Pictures. Herbert recently completed a featured role in "The Sphinx Has Spoken."

* * *

John M. Stahl, whose fine pictures, "Seed" and "The Lady Surrenders," made a lot of money for Universal, is expected to score three in a row with "Strictly Dishonorable," which goes into production this week.

* * *

School vacation days and the fact that the "kid" picture is the popular entertainment of the day, are causing Larry Darmour to increase his schedule on the production of the Mickey (himself) McGuire comedies. Instead of the scheduled one picture per month, Mickey and the Toonerville Kids are making two during June. "Mickey's Rebellion" has just been completed, and "Mickey's Wildcats" is starting production.

* * *

At the Mack Sennett Studio I witnessed several interesting scenes being filmed on an Andy Clyde picture entitled "Ex-Husbands," which A. Leslie Pierce is directing. "Ex-Husbands" should be a very amusing comedy.

* * *

GEORGE O'BRIEN's next picture for Fox Films will be "Riders of the Purple Sage" which Irving Cummings is scheduled to direct. Cummings turned in a winner with O'Brien in George's last picture, "The Holy Terror."

* * *

Joe Rock, independent producer, is planning a series of 12 novelty multi-color featurettes, starring Makato Toyoshima, Japanese actress. The pictures will deal with legends of Japan and all will be filmed in the native land.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Charley's Aunt, Charles Ruggles —One of the best comedies of the year. Good for Sundays. This one beats the old silent version and the stage play.—V. E. Joslin, Majestic, Heron Lake, Minn.

FOX

Six Cylinder Love, Spencer Tracy —Very clever. Drew large crowds who expected to see more of El Brendel. Good box office medicine. M. J. Nathan, Danby Theatre, Danbury, Iowa.

Seas Beneath, George O'Brien—First reel and last two reels okay. But the middle part was slow. Was disappointed in this one. — Mrs. Ethel Smith, Strand, Rogers, Texas.

FIRST NATIONAL

Scarlet Pages, Grant Withers.—Book this for any day of the week. Good comment from the fans.—H. M. Schenecker, Liberty, Webster, S. D.

M-G-M

It's a Wise Child, Marion Davies —A show which was liked by all. Not a dull minute in it. You can recommend it. — Mrs. Ethel Smith, Strand, Rogers, Texas.

The Great Meadow, John Mack Brown — This was different from anything we had shown lately and was okay in every way—Mrs. Ethel Smith, Strand, Rogers, Texas.

Trader Horn, Harry Carey—We showed this to four times average business for entire week. My house seats 200 and it's in a town of 5,000 with opposition theatre changing three times during the week. Use plenty of 24-sheets, put it on for a week and see it make money.—W. H. Brenner, Cozy, Winchester, Ind.

PARAMOUNT

Royal Family of Broadway, Ina Claire.—Good entertainment. This is an excellent society picture, with pathos and comedy well blended. Story is interesting—Charles Hyde, Grand, Pierre, S. D.

Right to Love, Ruth Chatterton—Busines was fair. This production does not do Ruth Chatterton justice and failed to please. Weather was fair.—J. A. Bittles, Granada, Greencastle, Ind.

STATE RIGHTS

Phantom of the Desert, Jack Perrin—Good western with recording on film good. Everybody pleased and had good comments.—Elfrida Mass, Princess, Aberdeen, S. D.

Beyond the Rio Grande, Jack Perrin—Poor story, no action, fair recording, no new ideas. Weather fair and cold.—R. C. Peniston, Majestic, Jetmore, Kas.

TIFFANY

Love Trader, Leatrice Joy, Henry Walthall—Weak story, fair acting, poor sound. Pathe comedy "Give Me Action" good. Stormy weather. —R. C. Peniston, Majestic, Jetmore, Kas.

UNIVERSAL

Iron Man, Lew Ayres — Robert Armstrong stole the picture. A good show and pleased everyone.—M. J. Nathan, Danby Theatre, Danbury, Iowa.

Iron Man, Lew Ayres—This picture is one of the kind that will not hold up two days. Business was good the first night. Weather fair. J. A. Bittles, Granada, Greencastle, Ind.

WARNER BROS.

Fifty Million Frenchmen, Olsen and Johnson—Cleverest picture I've had for 2 years. Dialogue snappy. Picture a constant riot of laughs. Wonderful crowds.—M .J. Nathan, Danby Theatre, Danbury, Iowa.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

Title _____

Star _____ Producer _____

Business and Comment: _____

_____

_____ Weather: _____

City _____ Theatre _____

State _____ Exhibitor _____

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Co-operative Ads Aid Bobby Jones Series

EXHIBITORS all over the country are taking advantage of the numerous avenues for tie-ups with merchants and others in exploiting the Bobby Jones series of Vitaphone shorts on "How I Play Golf." Few pictures have ever furnished so many opportunities for exploitation as has the Jones series. Unusual advertising has been the rule since the introduction of the series. For instance, the manager of the Strand Theattre in New Britain, Conn., was able last week to put over a co-operative page of advertising in the New Britain Record in which 90 per cent of the page was taken by golf schools, and country clubs. He had no need of interesting merchants or utilizing any of the sources that line the beaten track of most co-operative advertising.

On the other hand the manager of the Cameo Theatre, in Bristol, Conn., came across last week with a page of co-operative advertising in connection with the showing of the Jones pictures by lining up exclusively with merchants and sporting goods dealers, leaving the country clubs and golf schools for future use.

There have been so many of these full-page cooperative ads run in connection with the Bobby Jones series that the answer seems to be that merchants, sporting goods dealers and country clubs are eager to take part in them.

Due to the exploitation that has been and is being used in putting over the Bobby Jones golf pictures it is not at all surprising that exhibitors are hailing the shorts as one of the best bets that has ever fallen into their hands at this season of the year.

AD-it-orial

Tell Them "It's Cool"

By William Jacobs

THE fair ones have stored their fur and spring coats. They have donned the sleeveless low-neck dresses. Men have changed to linens and cool cloths.

The family is seeking the cool spots in the parks. The family car is raced along the highways and boulevards to create temporary cooling breezes. Swimming pools and beaches are drawing the sweltering crowds. Drug store curbs are lined with cars whose occupants pause to refresh themselves.

These human reactions are the natural results of the thermometer registering from 85 to 95 degrees.

But what have these natural reactions to do with the theatre?

Just this to our surprise:

In looking over the daily advertisements on the amusement page of an important key city newspaper, we discover to our amazement that out of the fourteen important houses equipped with modern cooling plants only one, and it timidly, refers to the refreshing coolness of its theatre.

Is this cause the result that managers take it for granted that everyone knows it's cool in a modern theatre? Or is it thoughtless oversight in selling?

We believe it is careless consideration to natural and timely selling angles. We further believe this obviously indicates that newspaper ads are not given the time, thought and enthusiasm their cost should command.

If these theatre heads were asked why their receipts were low they would shruggingly reply, "We haven't the pictures." "The weather is too hot," or "They are not going to shows now."

Our answer is "You can fill seats in these times if you utilize every opportunity to overcome natural human resistance."

Educational Exploits Terry-Tooners Club

THE Terry-Tooners Music and Fun Clubs, sponsored by Educational Pictures as a move to bring back the kids to the theatre, ofificially got under way with Sam Hyman, owner of twelve theatres n Philadelphia starting actual work on the organizing of the Terry-Tooners Club for each of his twelve houses.

Mr. Hyman's Cameo was the first in his string of theatres to start the club, Saturday, June 20, being the date scheduled for the first meeting of the club.

Joe Rivkin, Educational exploiteer, has developed a tremendous campaign to put the clubs over on a big scale, nationally. The Hohrer Company, which has had an xclusive tie-up arrangement with Educational for a number of years, s cooperating on the new idea, with harmonicas and other children's instruments.

The toy symphony, a new idea in rhythm, which has been adopted y many schools of music and experimental schools throughout the ountry, has become tremendously popular, and will be one of the principal features of the club. Children with no previous musical raining may join the toy symphonies. Endorsed for its inestimble value in teaching children hythm, the club will have the support and strong backing of schools and other educatioanl associations.

A full line of accessories to be used by the exhibitor inaugurating a club at his theatre is being made up by Educational. Already membership buttons bearing the club name and a special design by Paul Terry, creator of the Terry-Toons, are being distributed among club members.

Mr. Hyman has booked a new Terry-Toon into the Cameo for the first meeting.

Kids Help Street Ballyhoo

WHEN Columbia's "The Lone Rider," featuring Buck Jones, was recently shown at the Joy Theatre, Smackover, Ark., the manager got out a big street ballyhoo with kids which helped put over the picture in a big way.

A truck was secured and on each side were banners announcing that the gang was going to Buck Jones. Each kid was supplied with a noise-maker and with the truck touring the principal streets of the town there wasn't anyone who didn't know where Buck Jones was being shown.

This stunt proved its effectiveness and can be used on the others of the Buck Jones subjects, or any western. A special matinee for the kids is the best method to get them properly lined up in your town.

Buyer's Guide Boosts "Avenger"

FOR the opening of Columbia's "The Avenger," starring Buck Jones at the Liberty Theatre, Seattle, the manager put over a ten point strike when he copped the best position on a special "buyer's guide" gotten out in this territory.

This buyer's guide was a regular four page newspaper in two colors and contained ads of all the leading merchants. The manager of the Liberty Theatre offered two tickets for the price of one, and on page one of this paper secured a bold streamer clear across the top, as well as the lower half of the first page for his ad, which was run in two colors.

Be Our Guest at the Liberty Theatre Again This Week

CUARANTEED CIRCULATION 103,000 THURSDAYS

BUYERS SEATTLE AND SUBURBS GUIDE

CUARANTEED CIRCULATION 103,000 THURSDAYS

Vol. 4, No. 20 — Advertising and Business Office, 1918 First Avenue, ELiot 1071 — SEATTLE, WASH., THURSDAY, MAY 21, 1931 — WM. GRETTNER, Pres. S. E. WOOLSTON, Sec'y-Treas. — Distributed Free

Maytag Shop
1521 Fifth Avenue—Phone SEneca 0730
MAYTAG
A DREAM COME TRUE
New makes a quality washer that you can buy for $109.50
On terms that you can afford to meet.
See Our Coupon Offer on Back Page

Clifford Apartments
Buren at John St.—ELiot 2804
NEW—MODERN—LOW RENT
Electric Ranges, Refrigeration; Furnished, $33.00; Unfurnished
One Block West of New Times Bldg.

Aronson Hardware Co.
800 First Avenue—Cor. Cherry
2-Burner Superior Electric Plate
This is very sturdy and a $4.50 value for 490
6-ft. genuine Hot Point Electric Iron, complete with Cord $2.98
Blue Ribbon Malt 49c
60c House Broom 39c

Made for Love and Kisses, She Was Left to Weep Alone

Caresse O'Neill was rightly named. She was made for caresses and kisses and yet—

Ted Branard, the ne'er-do-well son of the town's most opulent banker—jilted her on her way to the altar.

The small town gossips filled her life with tears and humiliation. Her mother was banished from the "Ladies' Aid Society," and Caresse was deserted by even her closest friends—

Because Ted Branard came back repentant, and Caresse listened to her heart, instead of to her mother— An impromptu party ends in plans for an elopement—but fate intervened, and Ted's roadster was wrecked.

Again gossips ostracized Caresse from any community event, claiming that she too was under the influence of liquor. Even Lee Deering, musical composer, who had come from the city to work in solitude, and forget Edythe Leight, failed to give Caresse the benefit of the doubt. Just when things looked darkest came a vindication of Caresse and her mother, and the story ends with her marriage to the man she loves.

"Kisses," by Ruth Taylor, the story of Caresse O'Neil, is the story of a modern girl which every mother should read, and which she will enjoy reading. Every emotion will have its play. She will weep with the ostracized Caresse and her mother—she will rejoice in their vindication. She will despise, yet pity the weak Ted Branard, she will revolt with the modern girls from the tirades of the gossipy "Ladies' Aid" members, she will find solace in the quiet of Lee Deering's life at Riverton.

Caresse's story, which awakens the whole run of emotions in the reader as told by Ruth Taylor in an inspiring novel of modern girl's problems—"Kisses"—which begins in the next issue of the Buyers Guide, May 28th. Don't fail to begin this enthralling story. You will not miss an installment, so engrossingly is the story told. Remember—

"Kisses" Begins in the Buyers Guide Next Week

Devonshire Apartments
5th and Wall St.—Phone ELiot 8165
BARGAIN RENTS
Fireproof, modern building, large apartments have Frigidaire, electric ranges, tile bath; furnished and unfurnished at ..... $30.00 TO $45.00

Ben Franklin Electric Co.
Corner First and Union, 1401 First Ave.—EL. 4741
The "Electric Happiness Store"
Pick Out Your Washer—$1.00 Down
NEW AND SLIGHTLY USED
Easy, was $170.00, now $99.00—Maytag, was $145.00, now $75.00
Easy, was $145.00, now $77.00—Maytag, was $138.00, now $85.00
Thor, was $145.00, now $87.00—Norge, was $135.00, now $95.00
Easy, was $145.00, now $87.00—Maytag, was $135.00, now $95.00
Easy, was $145.00, now $99.00—Maytag, was $135.00, now $95.00
Maytag, was $125.00, now $84.00—Thor, was $108.75, now $60.00
Maytag, was $175.00, now $115.00—Thor, was $150, now $45.00
See Our Large Advertisement on Page Three

White House—602 Olive
Fox Garage Bldg.
3825 YARDS COTTON FABRICS
384 yards 35c Broadcloth, reduced to
360 yards 45c Cretone, reduced to
412 yards 35c Gloria Gingham, reduced to
390 yards 35c Gros Grain Royal Piques, reduced to
640 yards 50c Plain Indian Head, reduced to
1465 yards 39c Curtain Marquisettes, reduced to
270 yards 59c Fiume Crepes, reduced to
25¢ YARD

Good Housekeeping Shop
The Washing Machine Store—211 Pine St.—MAin 3264
Spring Warehouse Clean-Up
24 more used washers to be sold this week. No carrying charge added.
Don't worry about the down payment, you need the washer, we will arrange that.
We have the washer you want, and will make the price fit.
Just call MAin 3264.

Russell's Art Shop
The Downtown Store—EL. 7940—1710 3rd—Opp. Sen Mendo
Haviland China Dinner Sets
Very pretty shape pattern, manufactured by the Haviland factory at Limoges & Co. Limoges in Haviland, Johnson Bros. and other well known stock
Also large variety of most all noted makes of chinaware.
$6.00 Down and $1.00 Per Month
$27.50

John Davis & Co.
807 Second Ave.—Phone MAin 9141
WEEKLY RENTAL BULLETIN
Our Rental Department is headquarters for apartments; all sizes, all prices, all districts. Get our weekly Rental Bulletin. It will be mailed you on request.
Free

The Gray Shoppe
221 Pine St.—Shopping Tower
$15.00 DRESSES
Chiffons—Prints—Shantungs—Crepes
$5.95
⅓ Off on All Spring Coats

Rath Cigar Stores—Now 3 Stores
605 3rd Ave.—523 2nd Ave.—418 2nd Ave.
ROGERS' ASSORTED KISSES
We are giving away a large box of Rogers' Kisses with every purchase of $1.00 or more.
FRIDAY AND SATURDAY ONLY
Make a box of our marvelous Box of 16 Louis Sherry Cream 1/2 lb.—$1.00
1/2 lb.—Regular $1.20 Box of Sharon Chocolate Bars, etc.—Regular 50c Powerful Explosive, 30c.
Free

At All Good Candy Dealers
10-39 BAR
The fastest selling candy bar in the Northwest today, because it is made from the finest raw materials that can be purchased. A dime piece of candy for FIVE CENTS.

Brown Shoe Renewing
1421 Fourth Avenue—MAin 6650
SPECIAL FOR NEXT WEEK
Men's Half Soles 35c
Rubber Heels 35c
Ladies' Leather or Composition Rubber Top Lifts 20c
(If Left 24 Hours)
65¢

Pacific Picture Frame Co.
1106-8 Pine St. (near Boren Ave.) Phone MAin 2058
DID YOU EVER CONSIDER—
that $10.00 spent for Pictures will give you $100.00 worth of Pleasure—that good pictures on the walls of your home are "Pictures you love to live with."
You will find many worth while new Pictures in our store at PRICES YOU WILL LIKE.
Now Showing—Delightful and Desirable Pictures for the Bride

City of Paris
1207 Second Avenue
GRADUATING DRESS SPECIAL
Chiffons and Crepes in all Pastel shades—Orchid, Yellow, Pink, White; all high priced dresses, reduced to $8.95
Large size dresses—specially priced for this sale $8.95

Superior Fuel Service
GArfield 0600
WOOD
LOTS OF FIRTUIT BLOCKS
Best quality wood—has never been in salt water—loaded by hand—free from sawdust—
Per Cord Delivered $6.50
Half Cord—Delivered, $3.50

Fashion Permanent Wave Co., Inc.
431 Peoples Bank Bldg.—ELiot 3414—2nd at Pike
Fingerwave with Shampoo & Trim
$1.75 Value—All Three Only ..... 75¢
PERMANENT WAVE
Featuring Curly Ringlet Ends ..... $10.00 Quality!
NOW—Everything Included, $3.85

Uhl Bros.
622 Union—Phone ELiot 7330
WALL PAPER
Several thousand rolls left that we are closing out at 2½c, 3½c, 5c, 6c, 7c, 8c and 10c per single roll. Purchase of border required, 3 and 4c yard. Paints on sale at exceptionally low prices.
2½¢ PER SINGLE ROLL

Eclipse Shoe Repair
104 Pike St., Near First Avenue—MAin 2953
LEATHER HALF SOLES
Men's, Boys' and Ladies' ..... 60¢
(Friday, Saturday and Monday)
We Dye Ladies' Shoes Any Color

A New BUCK JONES With DOROTHY REVIER in "The AVENGER"

Comes to the Liberty Tomorrow! (Friday)

The Black Shadow Is on the Trail Again!



Blazing Guns . . . Daring Deeds and Swift Justice!

A thrilling romance of the days of '49 in which the Dashing Jones repays the greed for gold with cold steel and lead!

ADULT ADMISSIONS
15c Until 7 p.m.
30c After 7 p.m.
KIDS A DIME ANYTIME

FIRST AT PIKE
LIBERTY
AMUSEMENT'S BRIGHTEST SPOT
BARRETON JEANEN-VON HERBERG

Peter Pan Beauty Shoppe
301 Haight Bldg.—MAin 0975—MARY A. HUEY, Prop.
ONE PRICE ONLY
ON ALL PERMANENT WAVES
$4.95 COMPLETE
No discoloration; personal service; private booths; experienced operators.
SHAMPOO, FINGERWAVE, NECK TRIM, 75c
MANICURE, 75c
Mabel Cleo De Phelps—Expert Hair Cutter

Seattle Gas Company
1308 6th Ave.—MAin 6737
WATER HEATER SPECIAL
You can place a high-grade gas tank water heater in your home for 75c, and pay for the balance in easy monthly installments. Ask any one of our stores for details.
75¢ DOWN PAYMENT
See Our Large Advertisement on Page Two

G. O. Guy Drug Store
Third and Union Store Only
MEN—HERE IS A BUY!
Bring life to our store and it will entitle bearer to a Package of 10 New Blades for new style Gillette—Gem—Ever-Ready—Auto Strop—or Durham Duplex Razors. Regular $1.00 value. Satisfaction or your money back.
MAC SURGICAL STEEL
59¢

Dunn's Cash Hardware
East 64th and 10th Ave. N. E.
REMOVAL SALE
80-pound sack Magnolia Fertilizer. Regular price, $2.65—Sale Price $1.69
Road Flash Lights, regular 50c; sale price, 49c
Everything Reduced—No Deliveries—No Phone Orders

Saad Shoe Repairing
"Quality First"—Third Ave. at Union St.
Joseph Vance Bldg.
Ladies' Comp. or Leather Top Lifts
Men's, Ladies' Goodyear Rubber Heels 35c
Expert Dyeing and Shining
Special Black Dyeing 50c
25¢

Vogue La Rose Beauty Shop
823 Third Avenue—Phone ELiot 1764
Permanent Waves, Complete
Any style, expert operators. The best wave in the city for the price.
SPECIAL Duart Wonder Wave $6.50
And our SUPER WAVE $10.00
All Work Guaranteed
11 Years in This Location
$4.50

Hydro-Carbon Light Co.
2121 First Avenue—MAin 2720
DE LUXE OIL BURNER
(CHOSEN FOR QUALITY)
SPECIAL SPRING PRICES Now Available on the latest High-Pressure Automatic Oil Burner. Best Allowance on Old Type Burners.
Wholesale, Retail—Established in Seattle Over 20 Years

Rogers Bros., Dentists
Corner 2nd Ave. and Marion St.—EL. 2740—Open Evenings
ROOFLESS PLATES ½ PRICE
See the modern plate that contains many modern features not in the Roofless Plates. We grind your own bite on the articulator. Guarantee on all work. We are affiliated by years specialized experience.
All Crown and Bridge Work at Special Reduction. Consulting, $1.00
2 Blocks South With Streetcars. Closed Sundays, 12

We invite all readers of the Buyers Guide to attend the Liberty Theatre this week as our Guests. Clip coupon below, purchase an adult admission ticket and you will receive two tickets for the price of one.

Cut Out COUPON

Good from 9 a.m. to 1 p.m. or after 7 p.m.
Not Good Sundays
BUYERS GUIDE COUPON
LIBERTY THEATRE
Phone MAin 4330 — First at Pike St.
Good for one admission with one paid adult admission
See Buck Jones and Dorothy Revier in "The Avenger"
Fri., May 22—Mon., May 25—Tues., May 26—Wed., May 27
Thurs., May 28—Fri., May 29
EXCHANGE THIS COUPON AT BOX OFFICE
Good From 9 A. M. to 1 P. M. or After 7 P. M.

Super Shade Shop
1423 East Pine, Phone East 3200
The Answer to Your Shade Problems
Shades Resurfaced or Cleaned
Or Renovated, Any Color ..... 35¢ AND UP
Shades repaired, rehung. New shade materials for all kinds of windows. Our prices are reasonable. Estimates Free
We Call and Deliver

Here is how the Liberty Theatre, Seattle, Wash., boosted business when it played "The Avenger," Buck Jones western. In a tie-up with "The Buyers' Guide," the readers were asked to clip the coupon at the bottom of the page, which entitled a patron to one free admission with the purchase of one adult ticket. This co-operative page got plenty of attention to the picture.

RCA on Ships

New York—Following negotiations that have been pending for nearly a year, announcement was made last week by Van Ness Philip, manager of the foreign department of RCA Photophone, Inc., that contracts had been signed by the White Star Line for the installation of RCA Photophone sound reproducing equipment aboard the Majestic, the Homeric and the Olympic, the three largest liners in the White Star Atlantic fleet of passenger steamships.

ZUKOR DECORATED

Hungarian Medal to Paramount Head

New York — Adolph Zukor, president of Paramount Publix Corporation, who was born in the town of Ricse, Hungary, was decorated last week by the Hungarian government.

Count Laszlo Szechenyi, Hungarian minister to the United States, assisted by George de Ghika, consul general of Hungary, presented to Mr. Zukor the decoration of Commander in the Hungarian Order of Merit, awarded by Admiral Horthy, Regent of Hungary.

Original Title

Hollywood — "Safe in Hell," which became "The Lady From New Orleans," is now titled "Safe in Hell" once more. This change, according to advices from Warner Bros.' West Coast Studios, where the picture is in production, is definite and final.

MIX WITH "U"

Cowboy Star to Make Six Westerns

New York—Tom Mix and his horse Tony, almost as famous as his master, will make six western pictures for Universal this year. Arrangements have just been concluded in Tom Mix's private car with the Sells-Floto Circus at Bridgeport, Conn.

The arrangement for Mix's services naturally permits the screen star to complete his circus contracts. He will not take up his quarters at Universal City until the latter part of October.

Carl Laemmle, in announcing the engagement of Tom Mix, said: "It is with a great deal of pleasure and a great deal of pride that I am announcing to exhibitors that we have secured Tom Mix for six western pictures. I have always regarded Tom Mix as the greatest of all western stars. I have always wanted him for Universal. I am greatly gratified at the successful outcome of these negotiations which assures him for six Universal pictures."

MANUAL ON SHORTS

RKO-Pathe Issuing New Book

New York — RKO-Pathe is issuing a fifty-two page exhibitor manual covering all its shorts series with the exception of the Masquers all-star two-reelers and the Floyd Gibbons' Supreme Thrills, each of which will have special press sheets, according to A. P. Waxman, advertising counsel.

The manual devotes four pages each to Aesop's Sound Fables, Grantland Rice Sportlights, Vagabond Adventures, the seven two-reel comedy series—Jimmy Gleason, Benny Rubin, Frank McHugh, Mr. Average Man, Traveling Salesman, Gay Girls and Manhattana—and Pathe News and Pathe Review.

The material covers feature, news and play-date stories, sales angles, ad cuts, slugs and scene cuts and novelties available for special promotion. The book has been made up simply, without any junk and is intended for use and not show.

Howard Signed

Hollywood—Leslie Howard has been signed to appear opposite Ann Harding in "Devotion," her first feature on RKO-Pathe's new program. The Harding picture has a Barriesque slant, combining highly dramatic situations with whimsicality and comedy. It was adapted by Horace Jackson and Graham John from Pamela Wynne's novel. Robert Milton is directing.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
Star_____
Producer_____
Comments_____
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Title_____
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Comments_____
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Exhibitor's Name _____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

GOOD - ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

COMPLETE equipment Kansas City suburban house consisting of Hertner transverter, Standeford low intensity lamps, Powers projectors, Arctic Nu-Air fan, about 600 steel furniture veneer chairs, lobby frames, etc. Sell all one lot or any part. Might give terms reasonable buyer. Address 213 Zoglin Bldg., Kansas City, Mo., or phone GRand 8662. c6-23

TWO POWERS projectors, fine shape, $100 each. Two turntables complete with bases and pickups, $37.50 each. 400 fine theatre chairs, $1,00 each. Fine drapes, carpets, Velour curtains. Three 16-inch oscillating fans, $15.00 each. Walt's Theatre, Kenesaw, Neb. 6-23

35 PICTURE MACHINE motors—⅛ and 1/6—good shape—$6.00. Stebbins Theatre Equipment Co., 1804 Wyandotte, Kansas City, Mo. c6-23 (2)

$500 MACHINE for $35. Build that stereoptican effect machine from our parts and save the difference, like de luxe theatres. Other theatre equipment at astoundingly reduced prices. Send for lists. The Clearing House, 1243 South Main, Independence, Mo. 7-14

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

WANTED—Theatre or partnership; can also manage or operate. Write H. Swatek, 401 Gelbert Ave., Peoria, Ill. 6-23

POSITIONS WANTED

YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad_____times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

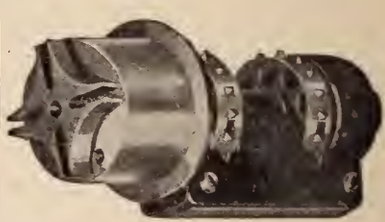
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(Don't forget to count words in name and address that is to appear in the ad)



Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Big Business Girl

First National—80 Minutes

Cast: Loretta Young, Frank Albertson, Ricardo Cortez, Virginia Sale, Joan Blondell, Frank Darien, Dorothy Christy, Mickey Bennett, Bobby Gordon, Nancy Delver and Oscar Apfel. Directed by William Seiter.

Here is a fast-moving screen story of modern youth that proves to be highly entertaining for any type audience. Story concerns a boy and girl who upon their graduation from college decide to seek their living in their own way, with the boy leading an orchestra in Paris and the girl going to work in an advertising agency in New York. The girl keeps her marriage to the boy secret and her employer makes love to her. The boy returns unexpectedly from Paris and discovers her with the boss. She is displeased with him for returning before he had made good and they have several misunderstandings which culminate in actions for a divorce arranged by her employer. She discovers that framed-up evidence is to be gotten against the boy and hastens to him to stop it, and when explanations are made, a happy reunion is brought about. The cast is excellent and direction fine.—Southwell.

SELLING SEATS: Title furnishes best angle for exploitation. Timely Tie-ups with schools and colleges with newspaper contest on the question "What Will I Choose for a Career," or "Shall I Become a Big Business Girl."

Affairs of Annabelle

Fox—79 Minutes

Cast: Victor McLaglen, Jeanette MacDonald, Roland Young, Sam Hardy, William Collier, Sr., Ruth Warren, Joyce Compton, Sally Blane, George Andre Beranger, Walter Walker, Hank Mann, Jed Prouty, Louise Beavers, Wilbur Mack. Directed by Alfred Werker.

This bright piece of screen farce is an adaptation from the stage musical known as "Good Gracious Annabelle" which after several changes of title arrived as "Affairs of Annabelle," which seems to cover the situations. Excellent direction of a very capable cast has turned out as nice a piece of nonsense as could be desired.

The story which concerns the attempts of a young girl to get back some mining stock which her husband, whom she had hastily married and as hastily left, had given her and suddenly proved to be very valuable. It had fallen into the hands of her husband's business rival through her pledging it for $700. She poses as a cook in the rival's household and during one of his many periods of gross intoxication she steals the stock from him. Her husband turns up and with his beard shaven off she does not recognize him, as he makes love to her under the assumed position as captain of the rival's yacht.

The story is merely used as a background for some very amusing situations. Victor McLaglen does exceptionally good work as the husband and Roland Young as the inebriate rival equally shares honors with him. Miss MacDonald sings one number in a pleasing manner without slowing up the action and her part as the girl in the case could not have been better chosen. Give us more of these breezy comedies and the screen fans will be sure to render thanks to the producers.—Southwell.

SELLING SEATS: Stars are the best bet for exploitation. Sell on the comedy angle. Title lends itself to mysterious affairs that will not hurt any after you get them in.

Ships of Hate

Monogram—66 Minutes

Cast: Lloyd Hughes, Dorothy Sebastian, Chas. Middleton, Lloyd Whitlock, Ted Adams, Constantine Romanoff, Gordon LeMain. Directed by J. P. McCarthy.

This is he-man melodrama staged aboard a ship of questionable haracter and a villainous crew of no character whatsoever. The ship is forced to sail clear of civilized ports, and the crew, all wanted by the law, destined to obey the threats of a paralytic captain who keeps them in tow with a snake whip and gun.

It is strictly melodrama with deliberate action suited to the word, marking a decided change from the conventional screen fare. The very nature of the offering makes it hold the undivided attention of the onlooker, serving well the fundamental purpose of entertainment, that of escape from the routine activities of every day life. It will undoubtedly take hold of the audience and stay with them after the final fade out due to its perfect melodramatic treatment. If patrons of the picture palaces are in search of two fisted entertainment to awaken their emotional reactions they will get their money's worth.

Monogram promised a mighty melodrama and they have delivered it. Lloyd Hughes and Dorothy Sebastian, to put it in melodramatic parlance, acquit themselves as the hero and heroine while Charles Middleton as the villainous captain portrays a difficult character with excellent skill. —Warren Stokes.

SELLING SEATS: Bill it as a two-fisted melodrama of the mighty deep and hail Charles Middleton as a Lon Chaney in your press stories.

Always Good Bye

Fox—66 Minutes

Cast: Elissa Landi, Lewis Stone, Paul Cavanagh, John Garrick, Herbert Bunston, Frederick Kerr and Lumsden Hare. Directed by Kenneth McKenna and William C. Menzies.

A mediocre film that has just enough entertainment value to satisfy most fans but not enough to make it outstanding. Elissa Landi n a most convincing role does all she can with it. Lewis Stone carries off what honors there are. Story concerns the girl who is used as a dupe by a clever crook (Paul Cavanagh). She poses as his wife, innocently, until she finds he is an imposter and when a love affair develops between her and the man he is trying to cheat (Lewis Stone), she crosses him up and when he falls into the toils of the law she falls into the arms of the man she loves. Miss Landi's work gives us assurance of what she is capable of doing if given a really strong part. Direction fairly well handled and photography of the best.—Southwell.

SELLING SEATS: Sell the stars as their names mean money. Something might be done with the finger print angle. Build up your program with good comedy shorts.

Forbidden Adventure

Paramount—85 Minutes

Cast: Mitzi Green, Edna May Oliver, Louise Fazenda, Jackie Searl, Bruce Line, Lawrence Grant. Directed by Norman Taurog.

Here is a picture which is real entertainment for the entire family trade with plenty of kid interest to appeal to parents and adults, as well as to every red-blooded American boy and girl. Mitzie Green and Jackie Searl supply most of the kid interest and Edna May Oliver and Louise Fazenda create plenty of laughs as their quarrelsome mothers.

Briefly, the story is about two juvenile movie stars and a boy king, visiting in London, all of whom want to be regular kids and play like the average boy and girl but can't. Finally they run away together, discarding their fine clothes for rags so they can be like the other kids with whom they play. Then a lot of excitement starts to happen when two toughs recognize Jackie and kidnap him. All of the kids in the neighborhood come to his rescue and beat up the two men and the owner of the warehouse where Jackie is being held prisoner. So while it lasted the kids experienced some real adventure, but with the police on their trail they are all brought back to their parents and, thus ends the picture with the kids reminiscing over their joyful times together like regular kids, and mournful that they will be separated.—Jesse.

SELLING SEATS: Every name in the cast should mean something at the box office. Play them up and advertise the new comedy team of Oliver and Fazenda. You should have no trouble getting the kiddies' cooperation. Tie-up with various juvenile organizations and play it up as a picture they shouldn't miss.

The Real Estaters

Paramount—11 Minutes

A few old gags slipped through on this one, but all in all it's a pretty funny comedy. Smith and Dale are featured and they get off some good ones. A woman comes into their office and they think she is a prospect as a purchaser for their bum property. After a number of wisecracks they discover she is checking up on their income tax which they haven't paid. And they had bragged about how much money they had made. This will brighten any program.—Steen.

Ambitious People

M-G-M—15 Minutes

Herman Timburg in an amusing skit in color which gets over very well. Timburg is the fellow who hires the talent for a new show and in selecting the feminine star, gets in dutch with the producer. There are songs and dances which go together to make up a nice short.—Steen.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

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MICHIGAN FILM REVIEW, Detroit, Mich.
EXHIBITORS' FORUM, Pittsburgh, Pa.
THE OHIO SHOWMAN, Cleveland, Ohio
NEW ENGLAND FILM NEWS, Boston, Mass.
WEEKLY FILM REVIEW, Atlanta, Ga.

RIGHT YOU ARE, MR. HAMMONS!

THE American public want to laugh now more than ever; they are also avid for 'the something new in entertainment.'" So says Mr. E. W. Hammons, president of Educational Film Exchanges, Inc., in an announcement the past week. Right you are, Mr. Hammons. There has been too much of the drab and heavy stuff in features of late and those exhibitors going in for double featuring have just doubled the dose instead of balancing the bill with something in the lighter vein.

Of course Mr. Hammons' reference to providing the public with entertainment that will make them laugh concerns his company's short-length comedies. But there's a thought in this, not new by any means —simply forgotten, that will provide theatres with all the attractiveness that double feature programs seem to offer and, more than likely, serve to be twice as magnetic at the box office for those who want quantity entertainment and at the same time give them quality and be far more enduring.

The main value of the double feature at first blush was that it enabled the exhibitor to advertise two attractions instead of one. If two well-known stars were featured separately in each feature, he had a double advertising value there. But the difficulty of balancing two features on one program as a regular thing soon kills the value such a program may have at the beginning.

Exhibitors have long been guilty of negligence in exploiting to the full and thus deriving the full benefit afforded by the short subjects. In the featured roles of the majority of the two-reel comedies are names that have drawing value. Giving more play to the "added attractions" in newspaper advertising, in the lobby, on the screen and on the marquee will undoubtedly have an attraction value that will exceed most any double feature bill. What's more it has a permanent value at the box office. Don't hide the comedies on your programs under the guise of "added attractions"; SELL them for what they're worth; SELL the names that are in them; SELL their entertainment merits and you'll fill a lot of empty seats and please a lot of customers.

PRICE CUTTING

FOR several years we have kept a small clipping under the glass on our editorial desk that says the following about price cutting:

> Never did anyone any permanent good . . . Is an admission that the first price was too high, anyway . . . Is unnecessary if your customers are getting a fair deal . . . Is a poor way to establish public confidence in your business . . . Is easy to start and hard to stop . . . Is Inefficiency's last resort . . . Is the first step toward a receivership.

There's some good food for thought in those pithy lines. If you're contemplating a cut in your admission prices, think twice before you make the move. There are instances, of course, where admissions have skyrocketed beyond the "popular price" scale. We consider any admission above fifty cents too high. These should be cut. But all situations are not alike. If you can definitely and permanently increase your receipts through a lower admission, it's a good move. But, if there is any doubt in your mind, hold off.

Ben Shlyen

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

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EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

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WALKING MY BABY BACK HOME FOOL ME SOME MORE I GOT RHYTHM MY IDEAL	CHEERFUL LITTLE EARFUL TEN TEN TENNESSEE TRULY I SURRENDER, DEAR	YA GOT LOVE EMBRACEABLE YOU CAN THIS BE LOVE SKIRTS
PROGRAM NO. 10	**PROGRAM NO. 11**	**PROGRAM NO. 12**
YOU'RE DRIVING ME CRAZY CANADIAN CAPERS IMAGINE I FOUND WHAT I WANTED IN YOU	PEANUT VENDER GIGOLO HELLO BEAUTIFUL MY RELIGION IS YOU	ANCHORS AWEIGH BODY AND SOUL HE'S NOT WORTH YOUR TEARS STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE KANSAS CITY, MO.



Chevalier Is Bright Spot On Broadway

—Motion Picture Daily

"THE SMILING LIEUTENANT"

..sell-out every show, Criterion N. Y.

..largest advance sale in $2 picture history

..biggest agency buy on the Main Stem.

With CHEVALIER-LUBITSCH "SMILING LIEUTENANT" $2 S.R.O.

Now Comes News of Another Great $2 PARAMOUNT Hit!

"American Tragedy"
(Paramount)

HOLLYWOOD—A dramatic smash with an involved tale that receives simple and effective screen treatment. Von Sternberg's direction is sincere, never allowing the spectacular to intrude upon the keynote of simplicity. In all respects the production is in good taste. Phillips Holmes contributes a splendid performance as Clyde Griffith who, for the love of a new girl, murders the old. Study in repressed adolescence is neatly achieved. Sylvia Sidney and Frances Dee reach new heights, and sterling characterizations are given by Irving Pichel and Charles Middleton as opposing attorneys. The audience evinced an enthusiastic reaction at the preview. Looks like a winner despite the tragic theme and death sentence ending, and is sure to receive high critical praise.

—Motion Picture Daily

Previewed in unedited, unpolished form at that!

THE BUY WORD FOR 1931-2...

PARAMOUNT

JULY 7, 1931
VOLUME VII NUMBER 17

MOTION PICTURE TIMES



T. O. P. A. DIRECTORS HOLD DALLAS SESSION

PICTURES GET BUSINESS. "LONG LEGS" TAKES IN MORE THAN FILMS WITH STAGE SHOWS

PERTINENT FACTS ABOUT THE COPYRIGHT

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
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Your Competitor Watches Your Equipment, Too - - -

IN the keen competition between theatres today the matter of theatre equipment plays almost as important a part as does the attraction on the screen itself. Every exhibitor knows that competition between theatres includes competition in furnishings and mechanical equipment as well as competition in pictures. The selection of the latest and best equipment for your theatre is the soundest business insurance you can buy—good attractions, without provision for the comfort, even the luxury of your patrons, are handicapped in what they can gross at your box office.

Good attractions without good equipment is a combination seldom found together, for no exhibitor competent in his selection of attractions is apt to be careless in his choice of equipment, or fails to provide for his theatre the facilities, from projection booth to screen, that increase his patrons' enjoyment.

YOUR competitor watches the equipment situation all the more closely if he is an able showman. He knows the shortcomings of his house and, nearly as well, the shortcomings of equipment in your theatre. He realizes that his theatre is in competition with yours, not only in attractions presented, but in appearance, furnishings and mechanical equipment.

Studying your competitive situation can you see improvements needed right now to give your house new advantages over your competitor's? Why not sit down now and list the LITTLE things you could do to improve your house? Of course there may be several things requiring a considerable investment that you would like to do, but you will probably be surprised to find how many little things should be and can be done—that will mean decided help to your box office, and increased competition for your "friendly enemy." The ablest showman is always first in improving his house, he doesn't wait for his competitor to show the way. Your Affiliated Theatre Supply Dealer, watching the theatre situation closely, can be of real help to you with suggestions.

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Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 2209 Payne.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington. D. C.: Ben Lust Theatre Supplies, 908 Second St., N. W.

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

T. O. P. A. Directors Meet

"Daddy Long Legs" Proves a Point

To Hear Groves Talk on Copyright Situation In Dallas Territory; Cole Present.

Taking up most of the morning and part of the afternoon, Tuesday, directors of the Theatre Owners Protective Association listened to an exposition of operations and purpose of the Copyright Bureau in a lengthy address by Harold Groves, district manager of the bureau.

During the afternoon the directors took up the question of franchises and were scheduled to make disposition of several important questions, all of which came in too late to make this issue. An account of what took place Tuesday, as regards the copyright, is as follows:

In line with the policy of educating exhibitors on the film copyright, Harold Groves, of the Copyright Protection Bureau, addressed a meeting of members and Board of Directors of the Theatre Owners Protective Association, Tuesday at the Baker Hotel in Dallas. Exhibitors from a number of cities were present. Judge Roy L. Walker, president, presided.

The purpose of the address by Groves was to clear up much of the misconception concerning the purpose of the Copyright Protection Bureau; also to enlist the aid of all exhibitor organizations to join hands with the distributors in eradicating an evil. Groves has been in charge of the operation in the Texas territory. His speech consumed one hour and fifteen minutes.

Colonel Cole of the Allied organization also attended the meeting and after the conclusion of Groves' talk Judge Walker stated that their organization wanted to cooperate at all times with the distributors in eliminating unfair practices from the industry.

Judge Walker asked Colonel Cole if he cared to say a few words. Colonel Cole stated that his organization was at all times also willing to co-operate with the distributors to eliminate unfair

(Continued on page 4)

Gaynor Picture Gets Near-Record Gross at Palace; Good Films Get Money.

By V. W. CRISP

Conversing with a district manager and a branch manager, the writer made the statement that theatre men in small towns were suffering some embarrassment from the over-sexed pictures. "That may be true," said the district manager. "But the sex films are the only ones that get money on first runs and pictures can't be made for the small towns alone," said the branch manager.

On that same day, a representative from the Publix general office was on the Row and made the assertion that "Daddy Long Legs" was being held over because it was taking in more money than any film played in the Palace in Dallas within the past few months. He said the fourth day was bigger than the first. He made even a more convincing statement when he said that "Long Legs" was taking in more money than both pictures and stage shows were getting before the stages were abandoned for the summer in Publix de luxe houses.

Around town generally theatre ticket buyers expressed a new interest in films. A very remarkable campaign of endorsement swept about the Dallas area on the sweet picture that is playing at the Palace.

Modern maids for whom the hot sex films are primarily made were giving their unqualified recommendation and advised their friends to go, and thus the picture built daily on its own merits.

Mothers and daughters and sires went to the Palace together to see "Long Leg" for less than two hours of refreshing entertainment.

No particular effort was made to get the reaction on "Daddy

(Continued on page 8)

Joins Monogram

Tom Clemmons of Beaumount to be Vice-President and Treasurer of Local Unit.

Interrupting a four way association in picture exhibition for the past 23 years, Tom Clemmons, of Beaumont, in charge of East Texas theatre operations and expansions, arrived in Dallas last week to take up his new duties of vice-president and treasurer of Monogram Pictures Company in Dallas.

Clemmons will no longer be active in the circuit, having turned over his responsibilities there to his brothers, Joe and Morris.

The present time looks like big opportunities for the independent and independent product, he said. Monogram has secured a definite line up of pictures on which the exhibitors are given the option of taking out a franchise.

FAR EAST ACTIVE

Sound Equipment to Japan and China

Hollywood—Sound picture production activities are just beginning to take shape in the Far East, it was stated by Harry G. Musgrove, who has just been appointed by Ambrose Dowling, RKO foreign manager, as Far East representative.

Musgrove said Japanese and Chinese picture companies have sent agents to Hollywood to buy sound equipment and make a survey of production methods. A little sound picture production is going on in the former country, he stated. Lack of proper laboratory facilities and equipment has been an obstacle in the way of sound film production, Musgrove said. A few theatre construction projects are being discussed in Shanghai and Pekin, he stated, the houses proposed seating between 2,000 and 3,000.

NO EXTRAS

Only Principals in New "U" Picture

Universal City—"Strictly Dishonorable," which went into production at Universal City last week, is a picture without a single extra in it. Every person appearing before the camera is a principal and every one has lines and definite action bearing upon the screen development of Preston Sturges' stage play. John Stahl, its director, and Gladys Lehman who adapted it to the screen, regard it as one of the most intimate pictures on which either of them have ever worked.

INSPECTION TOUR

Johnston Watching Monogram Production

Hollywood—W. Ray Johnston, president of Monogram Pictures, was a recent visitor here inspecting the wheels of production. He expressed complete satisfaction upon making a complete survey and was highly pleased over the elaborate settings for the production of "Mother and Son." He particularly commented upon the sincere co-operation displayed in the various departments which he felt sure would be productive of quality pictures.

King Offering Upholstering Service

In this issue King Studios at Dallas are announcing a theatre chair upholstering service, available now to the houses equipped with the regular run of veneered seating.

"After experimenting for over six months, during which time we manufactured and discarded scores of models, we have at last arrived at a durable and permanent piece of work which we are now ready to take into theatres in any part of the country and bring about a transformation that is amazing," Mr. King said.

"Plush-cushioned backs of brilliant red are tailored up to exactly fit all contours of any veneered back and in the same way any chair bottom is cushioned up several inches, bound in iron-wearing fabricoid that very closely resembles an upholstered chair as it comes from the manufacturers," King declared.

"The necessity for upholstered theatre seating has long been a determined factor in this business for the reasons of comfort, good acoustics and decorative appeal. Because of these things King Studios have worked out a plan that will enable the theatre owner to convert his veneered seating into upholstered opera chairs at a very small and reasonable cost.

"Due to the precision and simplicity in tailoring and manufacture these cushioned seats and backs can be permanently installed by the theatre man in a few minutes' time, without in way disturbing the present seating arrangement in his house.

"Acoustics are improved, decorative appeal is enhanced and comfort becomes paramount with our new mode of chair upholstery which is now in full manufacturing process in our Elm Street studio factory," Mr. King said.

This new idea is not to be confused with anything flimsy or half-baked, Mr. King said, and to stress this point King Studios are willing upon receipt of a veneered seat and back from any theatre anywhere to apply tailored, cushioned upholstery and return same to the theatre for final judgment. This will be done for any responsible theatre man without obligation or cost, Mr. King declared.

Directors Meet

(Continued from page 3)

practices but went on to state that the distributors, in order to break up this practice have been dealing harshly with exhibitors caught holding over or bicycling and that some of these dealings have almost amounted to "hi-jackin" methods which was rather a harsh way of educating a crooked exhibitor.

In answer to Colonel Cole's statement Groves stated to the members present that he was not going to attempt to make rebuttal to Cole's statement nor is he attempting to defend the statement, but that if Cole is talking about hi-jacking methods, Groves wanted to cite a few instances of hi-jacking by exhibitors who have gone to Cole in an endeavor to get him to intercede for them. One ex-exhibitor was caught holding over and cheating on his box office statements and the exhibitor first went to Judge Walker who said thumbs down on such practices and refused to do anything about the matter. The exhibitor then went to Cole and Cole came in with the exhibitor to see Groves and Col. Cole listened to the conversation of the exhibitor who admitted stealing and who was really indulging in hi-jacking methods to cheat the distributors. Several other instances were mentioned where exhibitors were attempting hi-jacking methods to cheat distributors, and Groves further stated that if this isn't hi-jacking, what is?

Judge Walker asked Cole if he wanted to make any further statements in answer to Groves and the Colonel said, "I am all through."

The meeting was adjourned until 1:30 p. m. to discuss other topics.

Details of Mr. Groves' speech will appear in the next issue of Motion Picture Times.

Resigns

Russell Stewart has resigned as assi tant manager of the Midwest Theatre at Oklahoma City, to enter the insurance business, and is succeeded as assistant manager by Roy Eby.

15% Off on Parts for All Projectors

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
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Day or Night Service

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"BLIZZARDAIRE"
Gets the Exhibitors' Endorsement.

BISON THEATRE
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DALLAS, TEXAS

July 6, 1931.

Mr. J. O. Ford,
Blizzard Sales Company,
P. O. Box 594,
Dallas, Texas.
Dear Sir:

My Blizzardaire Washer arrived early in the week and is now completely installed, and I am very well pleased to say the least.

My theatre presented, because of freak construcion, one of the most difficult problems I have ever encountered, but the Blizzard System has proven more than ample to handle the house under the most difficult conditions. In fact I had to close down one of my fans last night, on account of complaints of the house being too cool.

I will be glad to give any exhibitors, wishing to look this plant over, my personal attention.

Best wishes for a prosperous cooling season.

Very truly yours,
(signed) Chas. Hefley
Bison Theatre
Dallas, Texas.

J. O. FORD
Factory Representative
BLIZZARD SALES CO.
P. O. Box 594. Phone 2-0635. Dallas, Texas

ALONG FILM ROW

Prospects for good crops this fall in the vicinity of Lott, Texas, are very good, T. C. Kirksey, owner of the Gem, said in Dallas Monday. He is operating two programs four nights a week silent, although the Gem is sound equipped. He will go back to sound in the fall. Mr. Qirksey said he was not in Dallas to have a session with the Copyright Bureau and doesn't expect to ever come to town for that purpose, because he never plays picturs over two days. In connection with his theatre business, Mr. Kirksey is proprietor of a garage and is owner of considerable land around Lott.

* * *

Carl Allday Queen Theatre at Calvert, was another exhibitor in Dallas Monday who denied he was in town to see H. L. Groves. "I steal my pictures at the time I sign the contract," Allday said, "and never after that because I steal 'em so god the first time that the job doesn't need to be done again." And this wise crack was made right over an exchange manager's desk as Allday was negotiating for a new film deal.

Max McClure, formerly of Littlefield, was in Dallas Monday making final arrangements to open the Gem in Memphis on Wednesday, July 8, in opposition to Hollis Boren, of the Palace. Mr. McClure is well acquainted on the market although his buying and booking trips have been infrequent. Nevertheless he was escorted around by H. A. Daniels, U. A. salesman, and introduced as the man who put Littlefield on the map. Daniels even introduced him to salesmen and managers of other exchanges whom McClure did not know personally.

* * *

On the other hand R. S. (Skinny) Pryor, is heard from Austin by wire as a film salesman occupies space in the Grand Central office trying to get a 30 per cent increase. Skinny has 250 seats and on that number pays the highest film rental of any theatre in Texas, it is said. Being a pretty good politician and ballyhoo man he wires the exchange collect, "I note from your new prices that prosperity is just around the corner."



EVEN in the Show Business it's What You Save That Counts and Bulges the Bank Roll.

UPHOLSTERED CHAIRS for $2.50

Average Factory Price $8.00
King's Rock Bottom Price $2.50

Theatre Owners Savings $5.50

HERE'S THE STORY:

Box office receipts show that theatres need UPHOLSTERED chairs—that patrons go to bigger towns where they have them—but UPHOLSTERED chairs cost money.

KING has again come to the rescue in this business by manufacturing a plush back and fabricated seat, in beautiful color, which are applied permanently to the ordinary veneered chair with the equivalent result of an $8.00 Cushioned Opera Seat.

KING'S UPHOLSTERED chair work is not to be confused with anything cheap or temporary. It is absolutely permanent and the only thing cheap about it is the price. For as low as $2.50 KING STUDIOS will tailor and manufacture a heavily cushioned bottom and plush back to exactly fit any veneered seat. Convince yourself! Send King a seat and back from any chair and he will return you promptly a transformation that is startling.

KING'S UPHOLSTERY is so constructed that anyone can permanently install them in a few minutes. If preferred KING will do the installing at only a few cents per chair.

More than six months was spent by KING STUDIOS in perfecting their upholstering process. It has been definitely okayed by responsible showmen and already several jobs have been sold. Advertise UPHOLSTERED seats, improve the Acoustics and the Appearance of your theatre—and watch box office receipts grow.

IF YOU WANT REAL UPHOLSTERED CHAIRS HERE'S YOUR OPPORTUNITY. WRITE TODAY.

KING STUDIOS, INC.

Designers, Decorators and Furnishers of Theatres Complete

2545 ELM STREET **DALLAS, TEXAS**

Arbitration Clauses are Out

INDIES CHECK DISTRIBUTION

Larger Independents to Register Complaints on Certain Systems of Releasing.

From authoritative Hollywood sources information is gathered that independent producers are contemplating a complete check and audit of distribution.

Under-cover investigation, it is stated, has revealed the juggling of accounts in various exchanges and given as the chief reason for the contemplated plan. It is understood that this check and audit system will apply to national distributors releasing independent product as well as the state right exchanges.

In the case of a picture with exceptional box office value, it is the claim of the independents that certain national distributors have used it as a club to unload upon the exhibitor certain minor value product from their own stock, allocating prices to their decided advantage at the expenses of the independent producer. Some of the bigger independents are of the opinion that in many cases their product, obtained on a percentage basis, has been left on the shelves to avoid wide distribution and force a loss upon the producer.

Another complaint of the independent is that national distributors owning and operating theatre chains return anything but an adequate rental for the product used in their own theatres.

Pre-Release Product

To Relieve Shortage Situation; 1931-32 Features to be Released in August.

New York — Pre-releasing of product in order to relieve the shortage of available feature pictures is being carried on by major producers. Pictures on the 1931-32 programs will be ready for release this year in August instead of in September as in former years. Because of the same conditions, distributors are advancing the playdates of many pictures on the 1930-31 lists.

SCORES GLOOM

Too Much Economy N. G., Says Oldknow

New York—Oscar Oldknow, executive vice-president of Fox Theatres, believes carrying theatre operation economy to the extreme will create an atmosphere of gloom. In a message to his theatre managers, Oldknow said: "Penny wise and pound foolish methods of economizing are apt to turn a theatre into a funeral parlor. If splicing is carried to such a point that the staff is in a gloomy frame of mind, they will soon communicate their attitude, even without intention, to their patrons."

The Fox executive points out that the theatre is the poor man's palace and it must be maintained in an attractive light. An atmosphere of brightness and cheerfulness is essential. Members of the staff should not be permitted to talk about the troubles of the house or the troubles of the motion picture business and managers should not talk of such matters to the staff, Oldknow declares.

Fox Officers

The board of directors of the Fox Film Corporation elected at the recent annual meeting of stockholders met last week and elected the following officers:

Harley L. Clarke, president; Winfield Sheehan, vice-president-general manager; W. C. Michel, vice-president and treasurer; S. R. Burns, vice-president and secretary; James R. Grainger, vice-president in charge of sales; Glenn Griswold, vice-president; Sydney Towell, comptroller; W. S. Bell, assistant treasurer; Felix A. Jenkins, assistant secretary; J. J. Kitson, assistant secretary; F. R. Stoeckel, assistant secretary.

Add to Cast

Hollywood — With the addition of Fletcher Norton, Lucile Powers, Walter Hiers and Edward Phillips to the cast, and the definite selection of "A Private Scandal" as the the title, Charles Hutchison is shooting the final sequences of his second production for Headline Pictures Corp., which features Marian Nixon and Lloyd Hughes.

Second Twelvetrees

Hollywood — RKO-Pathe has completed Helen Twelvetrees' second picture of the four she is scheduled to make in the 1931-32 Personality Group. Jack Lait provided the original story, temporarily titled "The Mad Marriage."

328 Released

New York — Although there have been complaints of product shortage, The Film Daily reports that from January 1 to June 30 of this year a total of 328 features were released against 298 in in the same period of last year.

Warners-F. N. Drop Gangster Pictures

New York—There will be no more gangster pictures on the Warner-First National schedule, Sam Morris announced last week. Several natural melodramatic stories will be produced, but none under the classification of gangster subjects, he said. Winfield Sheehan of Fox made a similar statement last week.

Warners have two pictures especially designed for kid patronage and two more may be added, Morris said.

AWARDS NOV. 4

Academy Set Date For Annual Affair

Hollywood — The Academy of Motion Picture Arts and Sciences will hold its annual awards banquet this year on November 4, it was announced last week. Plans for the usual nominations and voting are being put into effect.

Of Contracts Covering New Season's Product; To Go to Court When Necessary.

New York—Exhibition contracts covering the new season's product are being issued without arbitration clauses. It is understood that distributors are taking the attitude that individual arbitration systems are impractical and expensive and that a quicker decision in case of disputes can be secured through the regular courts, when necessary. However, it is reported that a surprisingly small percentage of the cases have to be carried that far. It is probable that all 1931-32 contracts will carry deposit clauses.

The old system of arbitration was outlawed by the Thacher decree. During the past year, distributors gave theatres a choice between accepting arbitration by means of individual plans or putting up deposits.

SERIAL PREMIERE

"Legion" Opens at Roxy in New York

New York—"The Vanishing Legion," Mascot Pictures Corporation's first serial of the current season, had its world premiere at the Roxy Theatre during the week of July 4. The first episode will be released generally throughout the country next week, showing leading theatres of the Fox, Warner and Loew circuits.

Nat Levine, president of Mascot Pictures Corporation, points to the e advance bookings as indicative of a new era of serials.

Reichenbach Dead

New York—Harry Reichenbach, one of the foremost of motion picture press agents and exploiteers, died last week. Death was due to cancer.

Hits Picketing

Providence, R. I.—The Supreme Court here has ruled that picketing by motion picture operators is an "obstruction of the public use of the street and sidewalks." It is the first time the Supreme Court has been called upon to decide the right of striking employees to picket an establishment.

KID'S CHOICE

Survey Reveals Boys Like Westerns

New York—An overwhelming preference for western stars by the boys of the country has been found in a survey made by the Open Road For Boys Magazine. Buck Jones, Ken Maynard and Buzz Barton, all famous for their hard fighting and fast riding, received more than fifty per cent of the total number of votes cast, while five of the other twelve stars most popular with the juvenile contingent, are also western stars.

The popularity of Ken Maynard, who is a comparative newcomer to the specialized field of cowboy dramas, is second only to the seasoned Buck Jones. Maynard is now making a new series of eight westerns for Tiffany Productions. Bob Steele, another of Tiffany's western stars, is also one of the boys' first choice.

Janet Gaynor is the only female star who drew any votes for popularity from the boys.

McCOY WESTERNS

To Make Eight for Columbia Group

Hollywood — Colonel Tim McCoy, recently signed by Columbia on a long term contract, has been assigned to his first production in a series of eight outdoor specials. The picture titled "Shot Gun Pass," an exciting tale of love and adventure, will go into production under the direction of J. P. McGowan, as soon as the supporting cast has been selected.

Two Title Changes

Hollywood — Two new title changes were announced at the RKO-Radio Pictures Studio last week. These are "Caught Plastered," to replace "Full of Notions," co-starring Bert Wheeler and Robt. Woolsey, and "The Run Around," which replaces "Lobable and Sweet," featuring Mary Brian, Geoffrey Kerr and Johnny Hines.

SUSPEND CHARGE

RCA Offers Relief to Closed Houses

New York—Letters advising exhibitors that service charges will be suspended when their theatres are closed for a period of thirty days or longer have been sent to all theatres equipped with RCA Photophone sound reproducing equipment over the signature of J. H. Tingle, treasurer.

"We are endeavoring to lighten the financial burdens of exhibitors who find it necessary to close their theatres," said Mr. Tingle in explaining the corporation's action. "Many theatre close during the summer months and we have modified our previous policy by suspending service charges during the period when they are dark. Upon receipt of two weeks' written notice of intention to close, we shall send engineers to the theatre to service the equipment for the closed period and upon like notice prior to re-opening will place the burdens under which many exhibitors are struggling at this time and take this method of bring them as much relief as is possible."

Announcement of the standardization of service charges also has been mailed to exhibitors by Mr. Tingle. In establishing flat rates for service upon the various types of theatre equipment, a considerable reduction has been made.

ALLEN TO PRODUCE

Pathe Westerns in His Charge

Hollywood—Fred Allen, who began his motion picture career in 1914 with Mack Sennett, has been signed by Charles R. Rogers to produce the six western films scheduled for RKO-Pathe's current program Allen will work under the supervision of Rogers, who heads the company's production.

Tom Keene, a young actor who knows both his West and the New York stage, will star in the films.

Fans Tell Producer Story Type Wanted

Slap Stick

New York—Twenty slapstick comedies instead of twelve, as originally planned, will be included in the Paramount 1931-32 program of shorts. These twenty pictures will be the first slapstick comedy shorts ever produced at the Paramount New York studio, as heretofore all of the one and two reel films have been musical or dialogue comedy. Karl Dane and George K. Arthur, Al St. John and Ford Sterling are under contract to star in a portion of this group.

DANE-ARTHUR BEGIN

Team to Make Two-Reel Comedies for Para.

New York—Production of two-reel comedies starring George K. Arthur and Karl Dane started at Paramount's New York studio July 6.

Arthur and Dane will appear in a series of short comedies, the first two of which will be "A Put Up Job" and "The Lease Breakers." Their other vehicles have not been titled yet but one will be a navy story made aboard a United States battle cruiser.

The comedy team will be the first unit to work on the slap-stick shorts which are to be a feature of the Paramount 1931-32 production year.

Right Name

Hollywood—Because of difficulties in selecting an appropriate title for the next RKO-Radio Pictures' Clark and McCullough comedy, the studio will call the film "Hard to Get."

Heads Shorts

New York—Lou Weinberg, Columbia home office sales executive, has been appointed short feature sales manager for the company.

Hollywood—Instead of relying entirely on the opinions of the large group of independent exchanges who have been buying Talmadge Productions for years, Richard Talmadge conceived the idea of going direct to fans with a short questionnaire asking the fans themselves what type of pictures they would most like to see. This questionnaire carried short descriptions of more than two-dozen different types of stories covering a wide range of subjects. Several thousand theatres distributed these questionnaires. Thirty-eight hundred and sixty-six answers have been received to date by the Talmadge company direct from fans covering every state in the Union.

The results were carefully tabulated and studied, with the majority opinion on types of stories and subjects given preference. Beginning the next Talmadge release, Talmadge productions are the direct result of the preferences expressed by these representative fans throughout the nation.

They are in the following order: Newspaper story, mountaineer story, railroad story and sea story. The questionnaire directed attention to the themes considering Richard Talmadge's speed and action as a star and the stories were voted upon with these considerations in mind. Talmadge is known for daredevil stunts, performing feats that few, if any, player dares emulate. Production on "Scareheads," the next release on the Talmadge schedule, will be directed by Noel Mason, director of "Dancing Dynamite." "Scareheads" promises exhibitors something new and unique with a series of exploits surpassing many of Talmadge's most thrilling former feats, it is stated. Casting for this new feature will start within the next two weeks with production at Universal City.

The New Silverlite Sound Screen
MORE LIGHT ~ LESS CURRENT

More Light-Less Current

New metallic surface. Best qualities of silver and gold fibre screens. Will not tarnish.

Marvellous brilliancy. High Intensity light with low intensity lamps. Rugged . . . Durable.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.

New York Office 47 W. 24th Street

Pertinent Facts About the Copyright

Out of all the wrangling over legality, etc., the spontaneous cancellation of pictures and what not, it now appears that some exhibitors have really signed contracts to play motion pictures. If not, why donate to the transportation companies?

* * *

Quite a good number of exhibitors have been in Dallas the last few days to confer with H. L. Groves, district manager of the Copyright Protection Bureau.

* * *

Some have settled for alleged copyright damages on the spot while others took the matter under advisement.

* * *

The Copyright Bureau is working for the exchanges. They collect when the distributor says collect. They lay off when the distributor says lay off.

* * *

Exhibitors are licensed to play pictures. If they buy 'em for two days, they have a license for two days. If they hold 'em over for the third day, there is no license and consequently the exhibitor is held accountable.

Where films are bicycled, of course there is no contract at all and no license—not even for two days. Bicycling and holding over differ widely in the moral issue, but under the copyright law both are linked together as infringement and the penalty is the same.

* * *

The Dallas office of the Copyright Bureau is located in the Dallas Film Board of Trade quarters at 2011½ Jackson street. Exhibitors are invited to bring their counsel at all times.

* * *

So far no agency, lawyer or adviser has saved an exhibitor one penny in the pay-off of damages, says H. L. Groves.

* * *

A dozen cases have been filed without warning against Texas exhibitors for alleged infringements. These cases will come up in Federal courts during the next term in the fall. The Bureau does not feel obligated to warn exhibitors; they deem that a favor. Precedent is probably the idea behind the cases simultaneously filed.

* * *

At the present time it is believed that compromises have been made in settling with exhibitors on infringements, but in the courts the full penalty will be attempted, consisting of $250 damages in each case.

* * *

One exhibitor wrote an exchange a letter requesting it to ship his Monday films for arrival Saturday. He said he screened all pictures before running and had to do this on Saturday because he went to church on Sunday. Piety is not to be questioned, but in this case the exhibitor has or will pay off, very likely, for running a midnight show without license.

* * *

The Copyright Protection Bureau and its functions is not new. It or its equivalent operated in the past through Film Boards of Trade and from there through boards of arbitration. Arbitration does not now exist. Therefore the Bureau is operating direct.

* * *

The practice of buying all pictures two days to get cheaper rental, where some films are expected to be shown three, will evidently be broken up by the Bureau. Exchanges are receiving many requests in advance for extra days and they are granted with the payment of extra rental.

* * *

Having to pay the penalty during an off business year is tough. However, it is felt that the Bureau's business in the Southwest will be more impressive.

* * *

Holding over of film has no connection with poor theatre business in the eyes of the Bureau. Film rental is a matter of buying film, nothing else.

Proves a Point

(Continued from page 3)

Long Legs," but even if one should try to escape such reaction, he couldn't. Box office receipts tell no lies and furthermore, pictures are held over for one reason only.

And even in the current economic situation today's proof goes out that good pictures get good money.

In contrast to the above it is pointed out that Norma Shearer in her newest "A Free Soul" did big business at the Palace week before "Long Legs" had its run. It is true that matinee business was tremendous, but night business, when families attend the theatre, and pictures are family entertainment, was off in proportion to the other run of films. Shearer is ace high at the box office, it is true, but Gaynor in "Long Legs" was a great deal higher. The sex theme in "Free Soul," "Strangers May Kiss" and on back are all fundamentally sex in theme. Put Shearer in a "Long Legs" picture and family domiciles will be deserted morning, evening and Sunday.

WHY GAMBLE?

Patrons demand thoroughness and efficiency in cooling just as they demand quality in entertainment on the screen.

BOX OFFICE RECEIPTS RISE OR FALL ACCORDINGLY

BUFFALO

Air Washers and Distributing Units

Will almost always be found in the money-making houses, operating silently and playing a big part in accumulating profits for those theatres.

A Buffalo Sales Engineer is at your service.

Ask us to route one of our representatives your way.

Buffalo Engineering Co., Inc.

311 S. Harwood GEO. W. THORNTON, Gen'l Mgr. DALLAS, TEXAS

NEWS BRIEFS

The "Silly Symphonies" which were fostered and introduced to the trade by Columbia Pictures, will continue to be distributed by this company during the coming season. The series have been acclaimed by press and public as one of the most novel of all short subjects. They hold a number of records for length of run and return engagements at de luxe houses.

* * *

Barbara Stanwyck, whose latest Warner Bros. picture, "Night Nurse," is soon to have its world premiere, will next appear in "The Purchase Price," from a story by S. K. Morehouse. It will go into porduction at the Warner Bros. studios in Burbank late this summer.

* * *

"Oh! Oh! Cleopatra" the second of the Hollywod Masquers Club's series of two-reel comedies has been completed for RKO-Pathe release. This expose of part of the life and loves of Egypt's great siren is enatced by a typical Masquers all-star cast headed by Bert Wheeler, Robt. Woolsey and Dorothey Burgess.

* * *

Radio has loaned Dorothy Lee to Warner Brothers for "Local Boy Makes Good." Dorothy has just completed her role in "Full of Notions" with Bert Wheeler and Robert Woolsey. "Too Many Cooks," the Frank Craven play wherein she plays with Bert Wheeler, is scheduled to reach the talking screen in the very near future.

* * *

Rowland V. Lee and Edward Sedgwick, outstanding directors, have been signed by Columbia Pictures to megaphone two of the company's productions.

* * *

"I Surrender Dear" has been definitely decided on for the title of Mack Sennett's new comedy in which Bing Crosby, internationally known orchestra leader and songster, is featured. In the comedy Crosby sings his hit number "I Surrender Dear," as well as "Out of Nowhere" which he has made popular via the phonograph and radio. The cast of "I Surrender Dear" includes Marion Sayers, Will Stanton, Arthur Stone, Luis Alberni and Kala Pasha.

SENNETT FINISHES

Winding up Current Season Product

Hollywood — With twenty-four of his twenty-six two-reel comedies completed, Mack Sennett is winding up production on his current season's program. With the completion of "The Albany Branch," featuring Tom Dugan and Pert Kelton, and "The Fainting Lover," with Andy Clyde, Vernon Dent, Wade Boteler and Addie McPhail, the two final comedies, as yet untitled, are now in the last stages of production.

Without interrupting, the Sennett Studios will continue to operate, work having already been started on several subjects for the new season. Sennett's 1931-32 schedule, including twenty-six two-reelers, and eighteen one-reelers, is the heaviest the comedy producer has ever had.

BUSINESS GOOD

Columbia Reports New Contract Record

New York—Although the new selling season is but a few weeks old, a new record for contractual business on Columbia's 1931-32 Showmanship Group has already been established, according to a statement issued by the company.

One of the gratifying features attending the activity of Columbia's sales force is the fact that while these deals include contracts with many prominent first runs and circuits, small time exhibitors are strongly represented in the contracts obtained to date, and in greater numbers than that company has ever known so early in the year.

"Mirage" for Joan

Hollywood—"The Mirage," the hit play written and produced by Edgar Selwyn some years ago at the Times Square Theatre, New York, where it ran for ten months with Florence Reed in the leading role, has been acquired for Joan Crawford by Metro-Goldwyn-Mayer.

ANOTHER MASQUERS

All-Star Comedy for RKO Pathe

Hollywood—The Masquers' Club of Hollywood is making "The Grand Junction Hotel," another all-star comedy at the RKO Pathe studios in Culver City for release under the Rooster banner. William Beaudine is directing.

Edward Everett Horton, Patsy Ruth Miller, Frank McHugh, Lionel Belmore, Bobbie Vernon, Lucien Littlefield, Chester Conklin, Jimmy Finlayson, Maurice Black, Tyler Brooks, George Chandler, Hank Mann, Tom Dugan, Richard Carle, Tom Wilson, Harry Gribbon and Max Davidson lead the cast in which other star names will contribute to the fun.

REGIONAL MEETS

Educational Men to Talk Sales

New York — Three regional meetings will be held by Educational, with the first one scheduled for July 13 and 14 at the Astor Hotel, New York. Representatives of the eastern, southern and Canadian branches will attend the New York confab. The second meeting will be held at the Congress Hotel, Chicago, July 16 and 17, with middle western representatives attending. The final meeting will be held at the Brown Palace Hotel, Denver, July 20 and 21, with the western branch managers in attendance.

Home office executives will attend the three meetings, at which matters will be discussed in connection with the selling of Educational, Tiffany and Sono Art-World Wide product.

Grid Story

Hollywood — "Touchdown," a collegiate football story, will presently be filmed by Paramount with Richard Arlen, Frances Dee and Charles Starrett in the cast. The story is from Francis Wallace's novel, "Stadium." So far no director has been assigned.

SIX IN WORK

And Fox Has Five in Preparation

Hollywood—At the end of the first six months of 1931 six pictures are in production, five in preparation and one in the cutting room at the Fox Film Studios.

Final scenes for "The Plutocrat" are being filmed under the direction of David Butler. A newcomer to the screen, Peggy Ross, makes her debut as the daughter of Will Rogers.

"Bad Girl," with James Dunn enacting his first screen role and Sally Eilers playing the title role, is going forward under the direction of Frank Borzage.

Mystery holds the stage where "The Midnight Cruise" is being filmed. Edmund Lowe and Lois Moran have the leading roles. This is the second picture co-directed by Kenneth MacKenna and William C. Menzies for Fox.

Last scenes for "Wicked," co-starring Elissa Landi and Victor McLaglen, will be filmed on board a yacht.

COOPER CAST

To Star in "The Broken Wing."

Hollywood — "The Broken Wing," the stage's most ambitious venture into aviation subjects, has been purchased by Paramount for talking picture production and will be filmed with Gary Cooper in the stellar role as soon as the star returns from his present European trip, it is announced by company executives.

John Cromwell, director of "Tom Sawyer," "Scandal Sheet" and "Street of Chance," will direct.

"The Broken Wing" will return Cooper to the type of picture in which he made his first film fame. He appeared in a minor role in "Wings," which resulted in him being cast as the air hero in "The Legion of the Condemned."

New Contract

New York—Maurice Chevalier possesses a new contract with Paramount, signed just before he sailed to add further zest to his vacation of ten weeks.

Chromolite Sound Screen
Non-Glare • Diffusive

94.6 Percent-New-Amazing

Entirely new and revolutionary Sound Screen. Permanent non-yellowing whiteness. High reflection. value (94.6%).

More light with less amperage. No fadeaway. No eye fatigue. Can be resurfaced . . . Sturdy, Strong . . . Durable.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.

New York Office 47 W. 24th Street

Increase Attendance

With the Tr

SCOOT

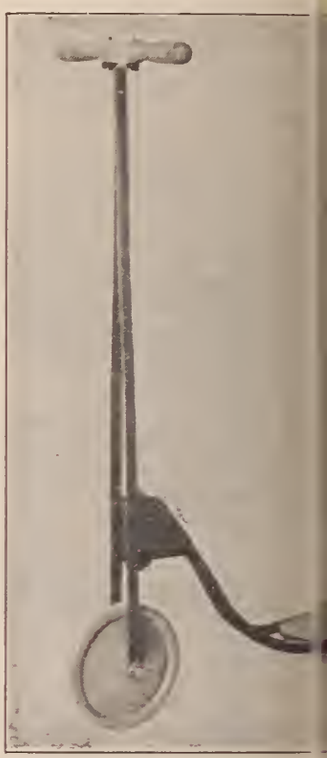
EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.



Wins Kid

Costs You Less Than 4 and 2 3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2 3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Ord Scooter-Nit

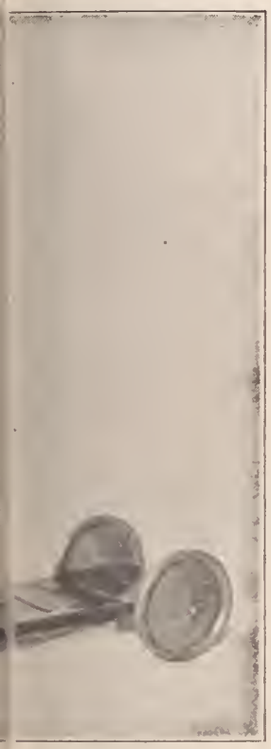
Required starting can best estimate the but your first order Four Cards are furn your theatre name, thus on minimum or 96 Record Cards. H tre name, are furnish A 120-ft. Trailer is and a deposit of $3. desired. This deposi return of Trailer.

The Steel Stamping Company

Factory, Lorain, Ohio

l and Proven

R-NITE



Sure-Fire Juvenile Trade Builder

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

n Sight!

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1 Scooter ordered;
would receive free
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3.00 per thousand.
or two weeks only,
quired if Trailer is
rned to theatre on

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

THIS WEEK *in* HOLLYWOOD



By JOE BLAIR
Studio Representative,
Associated Publications, Inc

HOLLYWOOD does some funny things sometimes and good judgment often is thrown to the winds.

Listen to this: Two evenings before a prominent star and her film executive husband planned to leave Hollywood for an extended vacation, her latest picture was previewed. The preview audience hailed the picture as one of the greatest pictures of the year, owing to a brilliant performance given by one of the members of the supporting cast.

What happened? The vacation trip was postponed. Fifty thousand dollars was spent in the next two days in frantic re-takes and added scenes. Anything and everything was done to strengthen the star's role. The supporting player's performance was left on the cutting room floor. The picture previewed again fell flat. More retakes and more added scenes were shot and the production costs again mounted, all of which comes out of the exhibitors' pockets.

Instead of the picture going out as the year's outstanding production and cleaning up for exhibitors, it checked in as a programmer.

I hope an enjoyable vacation was spent and a guilty conscience did not bother too much!

* * *

Joel McCrea, young college giant, will hit the box-office line for another year under the RKO-Pathe Pictures' banner. McCrea, who is six feet-two, enacted featured roles in "The Silver Horde" and "Kept Husbands."

* * *

Directer Richard Wallace has started actual filming of his newest Paramount production, "The Road to Reno." This is Wallace's first under his recently signed new contract. He is noted for his direction of "The Right to Love," "Seven Days' Leave" and other outstanding pictures.

* * *

FRANCES DADE has just been signed by Tiffany to play the leading feminine role opposite Ken Maynard in his next western opus "The Range Law," under the direction of Phil Rosen. Miss Dade just completed the ingenue role in "Daughter of the Dragon," opposite Sessue Hayakawa and Anna May Wong, at the Paramount studios. She is under contract to Paramount.

* * *

Barbara Stanwyck starts work this week on "Forbidden" at the Columbia studio. Frank Capra is directing the story which was prepared by Jo Swerling, popular writer.

* * *

Roy J. Pomeroy, motion picture director and technical expert, states that the decrease in American film production plans is giving the independent film producer his greatest opportunity. This curtailment by members of the producers' association may also threaten American cinema supremacy inasmuch as it will give European producers greater outlet for their product. Pomeroy is the director of Paramount's "Interference, and Radio's "Inside the Lines."

* * *

Tom Keane, who learned his cowpunching on the ranges of Montana and the Dakotas and his acting technique on the New York stage, will star in a series of western pictures to be made for RKO-Pathe's current program. "Sundown Trail" is the title of the first story with Fred Allen listed as the director. Keane, formerly known to screen fans as George Duryea, changed his name to conform with the type of pictures he is to make.

* * *

STEPHEN ROBERTS, former stable mate on the Educational lot of Norman Taurog, director of "Skippy," has been signed by Paramount to direct features. There are several good feature directors to be found around the comedy studio lots. James Parrott, directing Charley Chase comedies out at Roach's, is a great "bet" for feature pictures.

Superlite Sound Screen
Perforated-White-Diffusive

Sturdy - Strong - Durable

Standard white perforated screen. Good for light—Good for Sound. Completely diffusive—Same light at every seat.

The superior of all perforated screens in material and workmanship. For use with Hi-Lo and High Intensity light.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

UNIVERSAL

PATENT PROTECTION

SOUND-ON-FILM EQUIPMENT

NOT THE CHEAPEST BUT THE BEST AT LOWEST PRICE.

has demonstrated itself the country over to be of the highest quality.
to be entirely satisfactory for operation in the largest and best theatres.
and to be by far the most economical of all the "LICENSED" SOUND EQUIPMENTS.

UNIVERSAL IS FULLY COVERED BY PATENTS WHICH HAVE NEVER BEEN QUESTIONED.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. **DALLAS, TEXAS**

Not a War Film

New York—The use of the word "Tank" in the title of the new German music-film "Die Drei Von Der Tankstelle" now playing its third week at the Ufa Cosmopolitan has been the cause for many telephone inquiries from American patrons, asking if it is not a German war film. The "Tank" is merely the harmless symbol of a gas tank, and the "Stelle" a wayside service station, which in the film becomes the background for a tuneful and beautiful love romance, according to a report from Ufa.

Wm. Craft Dies

Hillwood—William James Craft, wel known director, died last week. Death was caused from injuries in a motor car accident.

Complete "Aid"

Hollywood—Production on "First Aid," the story of an ambulance interne by Michael L. Simmons, has been completed, and the film is now in the cutting room for final editing touches. Grant Withers has the featured role, supported by Marjorie Beebe, Donald Keith, Wheeler Oakman and Phyllis Barrington. Stuart Paton directed. The picture will be released next month by Sono Art-Worldwide.

Buy Quillan Story

Hollywood — Another original has been jurchased for Eddie Quillan by RKO-Pathe. It is called "The Big Shot" and it was written by George Dromgold and Hal Conklin.

CURRENT RELEASES

Week of July 5

COLUMBIA

Good Bad Girl, Mae Clark, 73 min.
Stork Market, Krazy Kat, 7 min.

EDUCATIONAL

Movie Town, Sennett comedy, 20 min.
Lure of Hollywood, Virginia Chandler, 20 min.
Dreamworld, Romantic Journeys, 10 min.
Burns Detective Mystery, 10 min.

FOX

Hush Money, Joan Bennett, 71 min

PARAMOUNT

Confessions of a Co-ed, Sylvia Sidney, 75 min.
That Old Gang of Mine, Screen Song, 7 min.

RKO-PATHE

Sweepstakes, Eddie Quillan, 77 min.
That's News to Me, 20 min.
Pale Faced Pups, Fable, 7 min.

RKO-RADIO

Transgression, Kay Francis, 77 min.
Humanette, No. 12, 7 min.

UNIVERSAL

Cat's Paw, Daphne Pollard, 20 min.
Strange As It Seems, No. 11, 10 min.
Heroes of the Flames, Episode No. 6, 20 min.

WARNER BROTHERS

Smart Money, Edward G. Robinson, 73 min.

New Super **Vocalite Sound Screen**
CRYSTAL BEADED

Thousands of Them!

In use all over the World. Most brilliant of them all. Perfect Light — Better Sound Third Dimension—High Intensity at low Intensity Cost. Porous but not perforated—Scientifically designed, reinforced sound pores.

Write for Sample Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Post Cards Offer Inexpensive Stunt

FIGURE among the inexpensive advertising stunts the use of illustrated post cards that part and parcel of every big hotel's stationery gotten up for its guests. R. F. Cloud, of the Warner-First National exchange in Cincinnati, has just tried out the card stunt in Louisville with the results that are going to make it popular. Cloud tied up with one of the principal hotels in Louisville which not only furnished the cards but did the mailing. In the space allotted for the message the card contained in a neat feminine hand the following:

Dear Mary: Here in Louisville at . . . . . Nice hotel Just saw "Sit Tight". Great comedy. Joe E. Brown and Winnie Lightner are so funny. I hope you see "Sit Tight" very soon. Regards. FLO.

Hotel managers will all be inclined to feel they are getting a good break with this form of card as did the man in Louisville and, therefore, will be willing to pay for it.

Dresses Lobby for "Express"

WHEN Sil Silverman played Columbia's "Subway Express" at the Windermere, Cleveland Theatre last week, it was no secret. This is what he did to tell about it: First he got a fire bell from a nearby fire station. He put this on top of the marquee, and every half hour he rang that bell. Then he dressed up his box office to look like a subway ticket office, and, following the fashion in the New York subway, he erected signs saying, "Follow the Green Line". The green line eventually led into the theatre, of course, starting at the box office. The stunt made a hit with the patrons, and gave the picture a lot of publicity that resulted in better-than-average business.

Good Stunts on "Business Girl"

HERE'S how F. N. Phelps, manager of the three Cleveland Warner theatres, put over "Big Business Girl" in a big way at the Lake, Uptown and Variety Theatres, where it opened for a day and date first run:

A 7 o'clock morning matinee was given at the Lake Theatre on the opening date to which all of fice girls were admitted free When the doors were opened at promptly 7 a. m., there were 300 girls waiting in line. The show lasted from 7 to 8, and then all the guests were taken to a neighboring lunch room for coffee and doughnuts. Coupons for admission to this special matinee were distributed at the Warner theatres and on the downtown streets.

The Uptown and Variety Theatres gave away two portable typewriters in connection with this publicity stunt. This was done also by coupon, the lucky numbers being the winners.

Golf Tie-up Costs Nothing to Theatre

TIE-UPS without number have been made by exhibitors and merchants in connection with the showing of the Bobby Jones series of 12 Vitaphone shorts on "How I Play Golf," but it has remained for the manager of the Montauk Theatre in Passaic, N. J., to hand out a new one. The latter consisted of a four-page leaflet on glazed paper, the first and third pages of which were given to an announcement of a sports shop. Incidentally the sports shop paid for the printing. The leaflets were distributed from the theatre and the merchant used the mails and other avenues in circulating them. The stunt cost the theatre absolutely nothing and it can be easily worked with merchants dealing in sports accessories in other cities.

Royal Flush Exploitation

AN effective cut-out card gotten up for the run of "Smart Money" shows a hand holding a royal flush. It at once connects the Edward G. Robinson picture with gambling, passing the idea on which the story of the picture is based. The card is five inches deep and is to be used in mailing and various other ways such as insertion in theatre programs, laundry bundles, etc. There are few people unfamiliar with poker and there isn't anyone with a knowledge of the game that won't have something to say about the scarcity of the royal flush in his hands when he has played the game. On the back of the card is plenty of room for theatre announcements. Like most good exploitation stunts this one is inexpensive.

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

Mr. Exhibitor

ACTION ON YOUR SCREEN MEANS AT YOUR BOX OFFICE ACTION

Yours for DOUBLE ACTION

BILL CODY

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

Automatic Inspector is Highly Efficient

AN automatic film inspector, cleaner and rewind machine that is said to detect the tiniest breaks, tears and poorly made splices in the film and at the same time remove oil and grit from the surface of the film at the high speed of 250 feet per minute, has been developed and is being marketed by the Film Inspection Machine Co. of New York.

The device is compact and requires little floor space. It is being manufactured in single and duo models for theatres and laboratories. With uncanny precision and reliability, it detects and stops the film at the small as well as the large breaks, both inside and outside or between the sprocket holes and open splices or splices that are badly made or are apt to open, or are just starting to open, the company states.

The rewind from beginning to end of the reel is even and solid without pulling too hard on the film, and the machine itself cannot injure or scratch the film. It has no sprockets, and from the time the film leaves the upper reel until it is rewound on the lower reel, nothing touches the picture surface or the sound track.

Driven by an enclosed motor, a speed of 500 feet per minute per reel is obtained when the machine is used for rewinding, mounting or demounting.

FIREPROOF SCREEN

Patented Metal Mesh INs Raven Product

After several years of exhaustive research and tests, an absolutely fire proof motion picture screen has been developed. It is made of flat aluminum metal mesh produced under United States patent No. 83752, owned by the Whiting & Davis Company of Plainville, Mass., and adopted for screen use exclusively by the Raven Screen Corporation.

Laboratory tests by Electric Research Products, Inc., and the Radio Corporation of America, show that over a sound) range from 55 cycles to 6,000 cycles frequency, the attenuation is absolutely uniform. This is remarkable when compared with tests made on other types of screens.

EASTMAN

Brings Out a New Splicing System

An improved system of treating the sound track at splices, a system that is said to eliminate the messy methods of painting, at the same time successfully silencing splice noise, has been brought out by the Eastman Kodak Research Laboratories. The new method was described to the industry more than a year ago, but production of the necessary "blooper patches" and the simple block for applying them has only recently made it applicable in processing laboratories and projection rooms, the company declares.

A material consisting of a very thin clear film base, coated with emulsion and exposed to produce opacity, is used. The patches are five perforations long and are cut in a shape designed to cover the track completely for a distance equal to the width of a standard splice, but tapering toward each extremity until the sound track is completely exposed.

The patching system, the company claims, obviates a condition in which imperfect painting of the sound track at splices frequently caused noises as objectionable as the extraneous sounds made by the reproducing system when an untreated patch went through. The older method caused more dissatisfaction in projection rooms than in laboratories, where skilled workers painting the sound track at hundreds of splices a day attained proficiency in the process. It is believed that greater speed, together with assured accuracy, even in the laboratories, can be gained by use of the new patching process.

NEW PORTABLE

Projector Being Marketed by International

A new portable projector, developed primarily for the educational and non-theatrical field but adaptable for use in small theatres where a Mazda 900-Watt light source or 1,000-Watt, 110 volt Mazda lamp will supply sufficient illumination, has been brought out by the International Projector Corp. of New York.

Consisting of many advanced features, the new machine, it is claimed, is entirely self-contained. It is covered by an aluminum casing 18 inches high by 23 inches long, with a total overall width of about 14 inches.

ECONOMY TIP

Here's New Way to Save Money

N. M. LaPorte, in "Publix Opinion" made the following interesting remarks about economy on exciting lamps:

"In the interest of economy, the practice of leaving the exciting lamps burn on both machines during the entire performance should be discontinued. The present practice was instituted to eliminate the click heard throughout the house when the switch is operated, throwing in the lamps. Under ordinary circumstances, this click occurs once for each roll of film, and we doubt very much whether it has ever been noticed.

"The life of the exciting lamp is comparatively short, and they cost 78c each. By following this practice their life would be increased 90 per cent, due to using them only 5½ hours instead of 10 hours at present.

"By following this procedure, you are also increasing the life of the three vacuum tubes in the film amplifier which is operated by the same switch.





Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in **your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
Star_____
Producer_____
Comments_____
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Exhibitor's Name _____
House Name _____
Town _____
State _____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

THEATRE SEAT COVERS—25 cents each. Made to measure of best grade Indian head linen. Guaranteed fit, 20 cents each on orders of 600 or more. A. Wise, 1533 42nd St., Belview Heights, Birmingham, Ala. cF 7-7

TWO NEW Arctic Nu-Air fans, no motors, $250 each. Silverman Bros., Strand Theatre Bldg., Altoona, Pa. 7-21

$500 MACHINE for $35. Build that stereoptican effect machine from our parts and save the difference, like de luxe theatres. Other theatre equipment at astoundingly reduced prices. Send for lists. The Clearing House, 1243 South Main, Independence, Mo. 7-14

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANTED—Theatres in towns 4,500 up; also machines, padded seats, screens. Inquire Gerald Mans, 1057 West Market Street, Lima, Ohio. 6-30

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Wash ington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

WANTED—Used reflector arc lamps, Powers, Simplex machines. Must be bargain. Terms. Fagg Theatre, Garland, Texas. 7-7

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter. Queen Theatre, Brownwood, Tex. 7-28

THEATRES FOR SALE

FOR SALE—Lyric Theatre, Erwin, Tenn.; best location; one competitor; 350 seats; population 5,000; disc Amplitone equipment; only $3,500 cash. F. E. Perryman, Elizabethton, Tenn. 7-7

SITUATIONS WANTED

INSTALLATION ENGINEER—Sound on film, desires connection with distributor sound on film outfits. College training plus experience. Handle everything from wiring to tryout. References. E. M. Bailey, Louisburg, N. C. cf 7-7

PROJECTIONIST wishes steady position. Ray Petersen, 1317 Market St., Galveston, Texas. 7-21

Here is your Handy "Ad Order" Blank

Associated Publications, Inc
4704 East Ninth St.

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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Wild Horse

State Rights—65 Minutes

Cast: Hoot Gibson, Alberta Vaughn, Stepin Fetchit, George Bunny, Edward Peil, Edmund Cobb, Neal Hart, Joe Rickson, Fred Gilman. Directed by Richard Thorpe and Sidney Algier.

This is a honey, brim full of action, comedy and suspense. Decidedly a box office bet that can be classed as the finest outdoor action western Hoot Gibson has ever ridden. That's taking in a lot of territory, but it is a lot of picture. Romance, intrigue and comedy, skilfully blended with a wild horse that is wild and the kids in the gallery will be more than wild. A horse fight that will hold the action fans plenty, photography that is superb.

Stepin Fetchit hands out the comedy in his own inimitable way that will garner maximum laughter. The plot deals briefly with Hoot and his partner getting a job and learning of the wild horse and a thousand dollars reward for his capture. They succeed in capturing the horse, which is stolen from them and turned in by the other fellow who reaps the reward. The horse thief is supposed to ride the horse as the main attraction at the rodeo but backs out when the sheriff is hot on his trail for the killing of Hoot's partner. Hoot saves the day and the necessity of the rodeo promoter returning the cash to disappointed customers. The killer is brought to justice and all ends well. It's a winner every foot of the way with production value very much in evidence. Book it and reap.—Warren Stokes.

SELLING SEATS: Don't hesitate to bill it as Hoot Gibson's finest picture and a Peter B. Kyne story. Get the folks in the first night and word of mouth will do it the rest of the week.

Hush Money

Fox—69 Minutes

Cast: Joan Bennett, Hardie Albright, Owen Moore, Myrna Loy, C. Henry Gordon, Douglas Cosgrove, George Raft, Hugh White, George Byron, Andre Cheron, Henry Armetta, George Irving, Nella Walker, Joan Castle. Directed by Sidney Lanfield.

A bit slow in starting but picks up to a good surprise finish that makes it in the worth while class.

Joan Bennett as a young girl out of employment who adopts the easiest way and lives with Owen Moore, with whom she works a hold-up racket. When they run into the law, Moore squeals to save his skin and she takes the rap.

She has made the acquaintance of a sympathetic detective who upon her release helps her go straight. She meets and marries Hardie Albright, a son of wealth. On the anniversary of their wedding the husband asks her to wear a necklace he has given her. Moore, learning of her position, figures on getting some "hush money" for not revealing her past life to her husband. She refuses him any money and he takes her jewels, including the necklace. The girl goes to her detective friend with her troubles and he promises to have the jewels in time for her to wear at the anniversary dinner. After tipping off a rival gang leader as to Moore's location he goes to the coroner's office to await a call. As anticipated the killing comes off and the detective gets the jewels to her as scheduled.

Fine direction and excellent performance by Miss Bennett and Owen Moore with a good supporting cast makes for quality entertainment that should register well anywhere.—Southwell.

SELLING SEATS: Cast has good names for box office value. Play up the fact that "your past will find you out" angle. Get jewelry store tie-ups on necklace displays with suitable stills in the windows.

The Night Angel

Paramount—74 Minutes

Cast: Nancy Carroll, Frederic March, Phoebe Foster, Alison Skipworth, Alan Hale, Hubert Druce, Katherine Emmet, Otis Sheridan, Lewis Waller Clarence Derwent, Charles Howard, Doris Rankin, Francine Dowd. Directed by Edmund Goulding.

Miss Carroll, as the daughter of an impoverished countess (Alison Skipworth) who runs a notorious cabaret, give a fine performance. After the cabaret has been raided by the public prosecutor (Frederic March) the countess is sent to jail, leaving the girl without any guardian, and upon the solicitation of his mother and fiance the prosecutor gets the daughter a position in a hospital instead of sending her to a reformatory. The prosecutor develops a sympathetic love for the girl which is noticed by her former admirer (Alan Hale), the rugged bouncer in her mother's cabaret. The countess is able to gain her freedom and returns to open the cabaret. The daughter leaves the hospital and returns to her there. The prosecutor goes to try to get her to leave and is drugged by the bouncer. He is placed on the statue of a horse in the public square which arouses the ire of the daughter who gets him down and stops the scandal which would have resulted. After realizing what the bouncer had done the prosecutor seeks him out and in a fight kills him. At his trial for murder the daughter turns to his side and her testimony saves him with the usual embrace for a fade-out.

The story moves fast and with plenty of action. Direction shows some fine work and the photography is excellent. A good supporting cast proves a big help in putting this over as better than average entertainment. — Southwell.

SELLING SEATS: Sell the stars and play up the romantic angle. The title lends itself well for various exploitation stunts. All night drug stores, lunch rooms or taxicabs will tie up well. Get jewelers to display alarm clocks as "Night Angels" with stills and cut-outs.

Defenders of the Law

Continental Pictures—67 Mins.

Cast: Catherine Dale Owen, John Holland, Robert Glecker, Mae Busch, Paul Panzer, Edmund Breese, Joseph Girard, Al Cooke, Philo McCullough, Kit Guard, Nick Thompson. Directed by Joseph Levering.

A none too plausible story of police and gangsters with the usual triumph of justice. John Holland as a captain of police who is in love with Catherine Dale Owen, the daughter of the commissioner, is out to get Robert Glecker, a notorious gangster. After several skirmishes the gangster is traced to his hideout, where he is holding the commissioner's daughter to bargain for his freedom, by a silhouette which he had a weakness for cutting during the lulls in his gangster operations. The place is surrounded and a demand made for the gangster to surrender, which he pretends to do. The girl rushes into the captain's arms and the gangster makes a dash for freedom. The captain makes a jump for him and they both fall into a cellar. After a long suspense a shot is heard and soon after the captain slowly appears with the girl rushing to his arms for the fadeout.

The gangster part is very much overdone and the film lacks realism throughout. Catherine Dale Owen has altogether too small a part and John Holland carries off the honors, if any. Direction could have been better.—Southwell.

SELLING SEATS: Get a silhouette cutter in the lobby. Tie up with local police. Plug best names in the cast.

Just a Gigolo

M-G-M—71 Minutes

Cast: William Haines, Irene Purcell, C. Audrey Smith, Charlotte Granville, Lillian Bond, Albert Conti, Maria Alba, George Davis. Directed by Jack Conway.

Haines in a less wise-cracking role makes him more acceptable to the majority of fans. There is a bit of the smart-aleck vein running through it, but it is not emphasized as in former vehicles. The picture borders considerably on the risque, both in dialogue and scenes, but it is not too offensive.

Bill Haines takes the part of an irresponsible young Englishman in Paris. His weakness is women and argues that any and all women are approachable. Whereupon his uncle, who desires him to marry the niece of an old friend, bets him that the girl is not the type who would permit advances and that Haines cannot prove his point in thirty days. So Haines, posing as a gigolo, becomes the girl's dancing partner without revealing his identity. He falls in love with her and doesn't want to carry out his bargain. The girl learns of the scheme and through a clever ruse beats him at his own game.

The picture is adapted from the successful stage play, "Dancing Partner." It's pretty good entertainment for grownups, but not much for the kids.—Steen.

SELLING SEATS: Advertise a different Wm Haines, telling your patrons the usual line of wise-cracking is missing. Work a tie-up with the popular song of the same name. There is good comedy in it and play up that angle. It is also plenty sexy, and if sensational copy gets by in your house, use it.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

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Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

THEY'LL COME, IF---

ON a recent Monday night when the thermometer was at 100 we sauntered into a neighborhood theatre that we knew had a good cooling system. We had started for another theatre, whose cooling system had been a pleasure to us on previous hot nights, when suddenly we remembered that the attraction at the neighborhood house was one we had missed in its first run and wanted very much to see. On entering the theatre we expected to find the usual Monday night emptiness, particularly since the weather was extremely hot and since the picture had opened with a matinee and night run the previous day. But to our amazement we saw the 1500 seats of the house filled. There must have been turn-away business at the Sunday shows. All of which adds to our contention that the public has the money to spend and will spend it for good shows, hot weather or cold.

* * *

AN EXCEPTIONAL "SHORT"

WE had occasion recently to see the first two reels of Warner Bros.' interesting series called "Adventures in Africa" and we enjoyed it immensely. There is more action in these two reels than in a recent road show feature, five times as long, that has its setting in the same country. Here is thrilling action-stuff that audiences will go for in a big way. Its photography is nothing short of remarkable and some of the natural action caught is astounding. If the remainder of the series is as good as the first episode, exhibitors playing these two-reelers have something worth playing up with feature billing. Short subjects of this type are a welcome need to the many current feature releases that seem utterly void of action.

* * *

MORE AND BETTER COMEDIES

MANY of the current features that are given all to drama are without comedy relief or, if they have it, it is so ambiguous that it serves no purpose at all. Short comedies, as relief to such features, would seem to be the order of the day. But, with so many of them patterned after vaudeville acts and void of the old comedy hokum (not necessarily slapstick) that made the silent comedies successful laugh provokers, there is little from which the exhibitor may choose. Aside from the cartoons, of which every producer has some scheduled, there seem to be but two companies making really good two-reel comedies. Along with the slogan of the industry for "bigger and better features" there ought to be one calling for "more and better two-reel comedies."

Ben Shlyen



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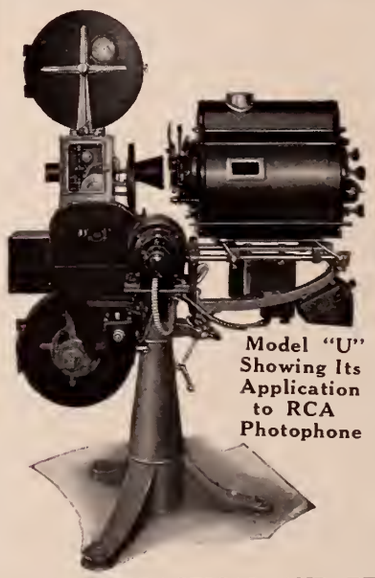
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JULY 21, 1931
VOLUME VII NUMBER 19

MOTION PICTURE TIMES



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THEM THERE EYES
HIGH WATER
JEALOUS
LOVE TALES

PROGRAM NO. 18

DEEP IN THE BLUES
DIANA
HAND ME DOWN MY WALKING CANE

PROGRAM NO. 19

SOMETHING TO REMEMBER YOU BY
SKIRTS
CANADIAN CAPERS

PROGRAM NO. 20

CUDDLE UP A LITTL CLOSER
DARK EYES
I SURRENDER, DEAR
JUST ANOTHER LOVE AFFAIR

PROGRAM NO. 21

EGYPTIAN ELLA
WOULD YOU LIKE TO TAKE A WALK?
I LEFT MY GAL IN MEMPHIS
IT HAD TO BE YOU

PROGRAM NO. 22

IN A LITTLE CAFE ON THE ROAD TO CALAIS
GOOD BYE, BOYS, I'M THROUGH
OUT OF NOWHERE

PROGRAM NO. 23

RELIGION IN RHYTHM
THANKS TO YOU
CONSOLATION

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BLUE PACIFIC MOONLIGHT
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YOU SAID IT
LINDA
BY THE CANDLE LIGHT

PROGRAM NO. 26

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BY THE RIVER ST. MARIE
REACHING FOR THE MOON

PROGRAM NO. 27

ONE MORE TIME
WHEN I TAKE MY SUGAR TO TEA
YOU'RE THE ONE I CARE FOR
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Stebbins Theatre Equipment Co.

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Copyright Cases Filed

In U. S. Court at Beaumont for Alleged Violation of Infringement Law.

In United States court at Beaumont, eastern district of Texas, suits were to have been filed by Friday against two Texas exhibitors alleging copyright infringements as applied to film contracts.

R. J. Cooper, of Kirbyville, and Walter Stoppelman, of Silsbee, are named as the showmen filed on by a leading law firm of Houston, representing the distributors in the southern half of the state. (

The Copyright Bureau, it is pointed out, has nothing to do with these cases. When alleged infringements are not settled between the exhibitor and the bureau, the later steps out of the picture and the cases go to federal court on action of the distributors themselves.

Both Cooper and Stoppelman are alleged to have played certain pictures three days when their contracts called for two, thereby operating without a license for the third day.

T. O. P. A. Directors Sit In

Throughout the first part of the week, Judge R. L. Walker, president; O. A. Englebrecht, J. A. Lemke, M. H. Gwynn and I. S. Melcher, as a committee from the Theatre Owners Protective Association, sat in the copyright office as Harold Groves interviewed various showmen who had come to town to find out the details on their alleged infringements. Several cases were heard and various matters discussed, as they affected T.O.P.A. members, wherein exhibitors are said to have violated their contracts as to playing time, etc., thereby infringing on the copyright law. Efforts were made to agree on a compromise settlement as the distributors admit they prefer not to take these matters to court if they can be settled on the outside.

J. A. Lemke Reopens Waco Houses

After Controversy With Operators' Union; Had Closed all Three of His Theatres.

A good omen was seen in Dallas Tuesday as J. A. Lemke arranged his bookings with exchanges on reopening his three Waco houses after a shut-down due to a conflict with union operators. Lemke has always been partial to the unions, but during the past few months business conditions became such that his deal with the unions needed alteration in favor of the theatre. He gave the Waco local notice and explained the proposition thoroughly, but they didn't seem to understand what he was talking about, it was said.

Emphasizing the urgency of his decision to reduce the operators' pay, Lemke closed all three houses. In the meantime his office was flooded with mail looking like the fan correspondence of a highly publicized star. Over 250 letters from non-union operators reached his desk, which of course he could not find time to read.

The matter rocked along for a few days and another conference with the union was held, resulting in that the houses are again opened with the operators agreeing to Lemke's original proposition.

New Fox Branch

Is One of Finest in the Business; Everything Is New and Very Elaborate.

If we had our way we would say that the new Fox exchange plant on Wood and St. Paul streets is the finest and most elaborate and well arranged branch on the Dallas market, but we don't have our way on this job, so we will say it is one of the best.

The building on the exterior is very neat in its design with a dash of color here and there to set it off in its unattractive street.

Downstairs the inspectors wear smock uniforms. Everything is new, spic and span and looks great.

On the upper floor C. E. Hilgers is equipped with a luxurious private office with upholstery, etc., that would become a railroad president. There is also a private office for salesmen in which they may be secluded while making out expense reports.

The office manager has his private den. A large table is placed in a center office space for the convenience of exhibitors, or if necessary we are sure that Hilgers would let an exhibitor have one of the private offices in which to do a few minutes' work.

The bookers and exhibitors face each other on common ground; that is, they have the same kind of desks, the same pens and ink, etc. The furniture is of a distinctly new type, showing a trend of modernness not commonly seen. The only disadvantage it has is that it is hard on the janitor. How he does have to wipe it off every day!

ADJUST C. O. D.'S

Liberty Handling W. B. and F. N. Shipments

The difference which recently came between the Warner Bros. exchange and Liberty Film Lines over a bond for the security of C. O. D. film shipments has been adjusted and Liberty again is handling these films as it did in the past.

Liberty, however, posted a special bond, which, it is said, was satisfactory to Warners and the motor Service was resumed as heretofore. Exhibitors along the Liberty routes have been advised that the service is going on as usual.

TO ATLANTA

Williamson to Southeast for Blizzard

Wade Williamson, former Columbia salesman and exhibitor, will soon go to Atlanta to handle the southeast territory for Blizzard Sales Company, working under J. O. Ford, district manager at Dallas. Mayer H. Honskey, in charge of distribution at the Omaha factory, was in Dallas recently conferring with the two southern representatives.

KING'S Beautiful Acoustical Canopies of heavy duty Acoustical Felt Cloth.
Flameproofed with all accessories complete.
$1.50 per square yard.
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Upholstered Theatre Backs and Seats
$2.50 Per Chair
Manufactured by
KING STUDIOS, INC.
DALLAS, TEXAS
Patent Applied For.
DISTRIBUTORS WANTED

"Dirigible" Pleases at Local Screening

By V. W. CRISP

"Dirigible" has no sex, mind you, but it has production and it has box office. Through fortune, we got in Sunday morning on the initial screening at the Ronile, Dallas neighborhood theatre, and it is no exaggeration to say that on two occasions this reviewer and two parties on either side were lifted out of their seats by their shoe laces.

For the past few months it has been supposed that Columbia had an ace in the hole on top of its splendid program for last year with a brighter outlook for this year. The cat is now out of the bag and it would seem that Columbia has a hand full of aces instead of one in this great picture.

The opening shots present a picture of navy areonautical activities that the great majority of people have never seen. Dirigibles, planes and balloons maneuvering before Navy officials promoting an idea that the South Pole could be reached by dirigible better than any other way.

Well, we are ready to go to the South Pole. Jack Holt as Commander Bradon is the works and he picks Frisky Pierce, noted pilot, played by Ralph Graves, to go along. Fay Wray, as Helen, Frisky's wife, while Frisky has been winning scores of trophies and front page publicity has been living the life of loneliness for many months and at this point the picture takes on the pathos theme in addition to the spectacle aspect.

Bradon, through friendship for Frisky's wife, makes Frisky stay at home and the big bag gets off to circle the southern pole.

The ship's instruments began to indicate unfavorable weather conditions and in a few minutes the giant dirigible launched and pitched into a hurricane.

Holt stood out here as a dirigible commander. He gave orders that kept the ship in flight through the terrible squall just long enough to make an audience admit they had enough. Steel girders cracked, lightening struck the outer fabric, the big ship split half in two, and both great pieces of wreckage shot downward, landing in deep waters of the ocean.

They got back to Navy headquarters, Bradon in triumphant defeat, where Frisky was given permission and backing to try for the pole by boat as far as the ice and then by plane. Rondelle, the explorer, was a partner with Frisky in the attempt. From this point on a little way, we got pictures similar to the shots in "Byrd at the South Pole" but not for long. The expedition set up a base storing in supplies and the great ship started out to circle the pole.

They got there. The instruments told the story. But that wasn't enough. The flag couldn't be thrown to the ground, it had to be planted. So they assembled enough nerve to try it. They hit the ice and the great plane slackened its speed, but an unexpected cake of ice nosed it over on its back like a jack rabbit on the other end of an exploded shot gun shell. The ship burned, the explorers pulled themselves out on the ice, saving the wireless and a few days' provisions. They were left in the unknown spaces to die.

But the wireless worked. A message was received at Lakehurst and here the great Los Angeles was called into play with Holt commanding it in another attempt at the pole to rescue the party. The Los Angeles triumphed over all kinds of weather, but its victory was lessened in that only one of the lost crew was saved and that was Frisky. He came back to Helen. He forgot the front page and made his little wife happy as only he was capable of doing.

Sex in this picture, as in most others, would have destroyed its entertainment value and it would have reflected on the dignity of the Navy. It's a great picture, Motion Picture Times readers. You can't go wrong and you will make no mistake in paying all you can afford for it. The press book is great, too. We have to go now—see you later.

FOR SALE

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GATESVILLE - - - - - TEXAS

GOES TO PUBLIX

Harry Fulgham Leaves Hughes-Franklin

Harry E. Fulgham, head booker in the Hughes-Franklin office, has gone over to the Publix organization, taking the vacancy caused by the transfer of Dick Potter to Beaumont who will work in the East Texas group, a Publix affiliation. Harry has been in the game along time. He was office manager for the old Specialty Film Company owned by W. G. Underwood, leaving this connection to go with Robb & Rowley when that circuit started to branch out from a two-man organization. Dick Potter started in as poster clerk, but he has held a good job with Publix the past several years, and his going to Beaumont is still a promotion.

KING'S

Beautiful Acoustical Wall Banners at $1.00 per square yard, all sizes and designs.

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DALLAS

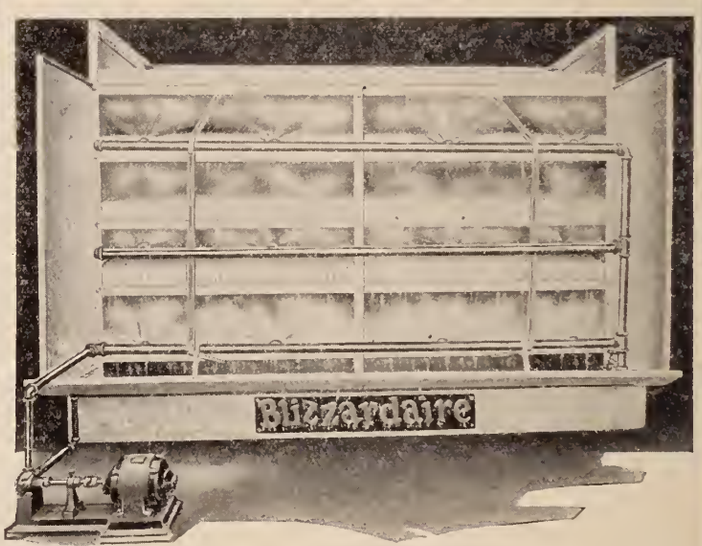
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"COLUMBIA'S PERCENT

HITS IS THE LARGEST O

Says John J. Jones of Jones, Linick and Schaefer

—•—

COLUMBIA'S SHOWMANSHIP GROUP FOR THE COMING SEASON 1931—1932

"DIRIGIBLE"
Overshadows any other picture ever made!

•

A Frank Capra Production

•

Barbara Stanwyck in "Shopworn"

•

"Vanity Street" by Fannie Hurst

•

"Love Affair" by Ursula Parrott

•

"Blonde Baby" with Jean Harlow

•

Jack Holt in 3 dramas

•

"The Men In Her Life" by Warner Fabian

•

2 stories from True Story Magazine

•

"Then Hell Broke Loose"

•

"The Substitute Wife" by Frank R. Adams

•

"The Final Edition"

•

A Barbara Stanwyck—Frank Capra Production

•

A Jack Holt—Ralph Graves Production

•

"Pagan Lady" From Broadway Stage Success

•

"The Artist's Model" by Rupert Hughes

•

2 stories by Edgar Wallace

•

"Gentlemen For Sale"

•

"The Halfway Girl" by Hawthorne Hurst

•

"Unwanted" by Bella Muni and Abem Finkel

•

"The Guilty Generation"
by Jo Milward and James Kerby Hawkes

•

"Zelda Marsh" by Charles G. Norris

•

"Hollywood Speaks"

•

Buck Jones in 8 outdoor productions

•

Tim McCoy in 8 outdoor productions

•

Walt Disney's "Mickey Mouse" Cartoons and
"Silly Symphony" Cartoons

•

Bryan Foy's "Monkeyshines"

•

Walter Futter's "Curiosities"
Produced by Wafilms, Inc.

•

Walter Futter's "Travelaughs" Dialogue by
John P. Medbury. Produced by Wafilms, Inc.

•

"Bedtime Stories" with Eddie Buzzell

•

Charles Mintz's "Krazy Kat" Cartoons and
"Scrappy" Cartoons

•

Screen Snapshots

—•—

DON'T WAIT—SIGN YOUR C

AGE OF BOX OFFICE

ALL FILM COMPANIES!"



Jones, Linick & Schaefer
Theatrical Enterprises
New McVickers Theatre Bldg.
25 W. Madison Street
Chicago

Aaron J. Jones
Peter J. Schaefer
Adolph Linick
Phone Central 0944
CABLE ADDRESS: JAYELLS

June 22,
1931.

Columbia Pictures,
729 Seventh Avenue,
New York City.

I am writing you this letter to thank you for the pleasant relations I experienced in conjunction with contracting for the entire 1931-32 Columbia Product for the Woods Theatre, Chicago.

I consider it a privilege and an opportunity to be able to offer your pictures for their first runs in Chicago for the coming year.

The general opinion in the trade, with which I heartily agree, is that Columbia's percentage of box office hits is the largest of all film companies. The only thing I regret is that you will release only twenty-six pictures.

With very best wishes for a most prosperous Columbia year and with best regards to yourself, I remain

Sincerely,

JJJ/S
John J. Jones

COLUMBIA PICTURES
GEMS OF THE SCREEN

LUMBIA CONTRACT NOW!

ALONG FILM ROW

S. C. Lackland is operating an airdome at Hargill, Tex.

* * *

D. F. Luckie, of the Rainbow Thearte in San Aneglo, is building a new house here.

* * *

C. W. A. MacCormack, National Theatre Supply Company salesman, has gone to New York on his two weeks' vacation, and to visit his friend, J. I. Roberts, general manager.

* * *

Sebe Goodlet, star salesman of National Screen Service, said they really showed him a good time while he was in New York spending some of the company's money, having won the national sales trophy recently.

* * *

Mrs. Harold Groves, charming wife of the district representative of the Copyright Bureau in Dallas, is summering in Schenectady, N. Y., while her better half remains in the Film Board office handling the details of copyright enforcement and holding one conference after another explaining the copyright law as applied to films. Mrs. Groves will return when the thermometer beings to drop.

H. B. Robb and E. H. Rowley, district managers of Hughes-Franklin, have returned from New York where they ventured on a buying expedition.

* * *

Ray Stinnett opens the Gem at Temple August 1.

* * *

Miss Bonnie Long, former secretary to Don Douglas of the Dallas Film Board, is back in town after serving as secretary of the Albany, N. Y., Film Board of Trade the past year. The Albany office was included in the nine recently closed by the Hays office. Miss Long's experience in the film business is plenty, and she's looking for a connection.

* * *

L. B. Brown, of Gatesville, Tex., is advertising his Regal and Ritz theatres for sale. Brown has a mighty pretty proposition. He has been in Gatesville over ten years and wants to make a change. His holdings in the Rio Grande Valley have his eye. "You've got to advertise if you want to get attention," he says, and he backs up the statement with a display advertisement in this issue.

16 EXHIBITORS

NOW USING

X-CELL

SOUND-ON-FILM EQUIPMENT

AND MORE BEING INSTALLED.

Why Pay More?

WHEN X-CELLS ARE GIVING 16 EXHIBITORS SATISFACTION?

Film Exchange Executives and Exhibitors Endorse X-Cell.

CALL OR WRITE

Public Address Service Co.

2024½ Commerce Street, Dallas

Buffalo Cooling Systems

are the showmen's most profitable investments

One doesn't have to go far to inspect a theatre where BUFFALO AIR WASHERS and DISTRIBUTING UNITS are stopping heavy summer losses. Go inside and you know the reason quickly.

There's a COOL freshness with VOLUMES OF DRY AIR which makes a big hit with the ticket buyer all summer long.

Summer Has Just Started

Stop Your Losses NOW With

BUFFALO COOLING!

PHONE, WRITE OR WIRE US TODAY FOR QUICK ACTION.

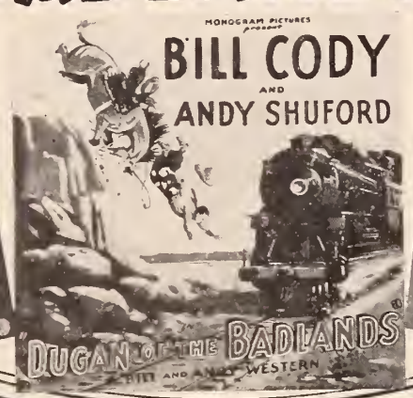
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MONOGRAM'S GREATER WESTERNS

BILL CODY & ANDY SHUFORD IN "DUGAN OF THE BADLANDS"







ACTION WESTERNS

TOM TYLER IN "PARTNERS OF THE TRAIL"









8 TOM TYLER & 8 CODY-SHUFORD WESTERNS FOR 1931-32

AVAILABLE NOW AT 33 MONOGRAM EXCHANGES OR

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723 SEVENTH AVE., NEW YORK

FOREIGN DISTRIBUTORS: RITCHEY EXPORT CORP'N.

MONOGRAM PICTURES CO.

Dallas, Texas Oklahoma City, Okla.

Contract Advice is Refused

By Dept. of Justice Following Conferences by M. A. Lightman and Pete Wood.

Washington — The Department of Justice has declined to give any opinion on the legality of the proposed standard exhibition contract, following conference between department officials and M. A. Lightman, president of M. P. T. O. A., and Pete Wood, of the Ohio unit. The department declares it is not 'in a position to advise on the legal rights of private parties."

The department called attention to the section of the Thacher decree reading in part as follows:

"Nothing contained in this decree shall be construed as prohibiting any defendant or any member of any defendant Film Board of Trade from performing and/or continuing to perform, or enforcing and/or continuing to enforce, by any lawful means any contractual obligation the performance or enforcement of which is consistent with the provisions of this decree. Nor shall anything contained in this decree be construed as prohibiting any defendant or any member of any defendant Film Board of Trade from selecting his or its own trade, from disposing of his or its own products, or from making any contracts with or without provisions relating to arbitration—all upon such terms as he or it may choose —provided such acts are done individually and without combining, conspiring or agreeing with any other defendant or any member of any Film Board of Trade.

"Nothing contained in this decree shall be construed in derogation of the right of the defendants, or any of them, individually or jointly, to negotiate and to agree with any exhibitors of motion pictures on a standard form of contract to be used in licensing the exhibition of motion pictures or on any standard provision or provisions to be included in such license contracts, including reasonable provisions for the arbitration of disputes arising thereunder, if done voluntarily and without coercion, and if applied only to the parties to the negotiations and agreement."

FILMS RIDING OUT OF STORM

Pettijohn Declares Following Visit on West Coast; Good Pictures on the Way.

New York—Hollywood realizes that the answer to industry problems is the production of good, box office pictures and every producer is striving toward that end, declares C. C. Pettijohn, general counsel for the Hays organization, who returned last week from the West Coast.

Every branch of the production end realizes that the box office must tell the story of the merits of the new season, Pettijohn pointed out, and for this reason all branches are working together to give the public the best in pictures.

"The answer of the motion picture industry to 'depression' must be pictures—good pictures—and I believe we are going to get them, more good ones, in fact, than in any previous year," he said. "I believe that the motion picture industry will be the first large industry to step out of the business slump, for the reason that the industry is going to have product so good that it cannot help but be sold."

Allied Reel in August

Sponsored Subjects to be Distributed Through Educational; 2,800 Contracts to Date.

New York — The Allied-Kinograms sponsored newsreel will make its initial appearance on August 28, with distribution through Educational, it was announced last week. There will be two issue. weekly.

Contracts totaling 2,800 had been signed up to last Tuesday, but it is expected that 4,000 contracts will have been signed before the end of the year. The contracts run for five-year periods, but may be cancelled after three years on 90-day notice. Allied States will benefit from the issuing of the newsreel and each of the state units also will receive financial help through this sponsored service.

Each reel will include not more than one sponsored subject. Rentals will be as low, in some cases, as 25 cents a reel.

PATHE-FOX DEAL

Circuit to Play All RKO-Pathe Product

New York — Fox circuits throughout the country will play the entire RKO-Pathe product during the next season, according to a deal just completed. The product includes the 21 star features, six western features, 139 shorts and 104 issues of Pathe News.

Circuits involved are: Fox West Coast, Fox Rocky Mountain, Fox Montana Division, Schanberg and Rhoden circuits covering Kansas, Missouri, Iowa, Nebraska and Illinois; Midwest Circuit, in the Wisconsin territory; Fox Chicago Theatres; Fox Poli circuit, New England; Fox Upstate circuit in New York, and the Fox Metropolitan circuit in Greater New York.

Signs St. Clair

Hollywood—Columbia Pictures has signed Mal St. Clair, noted director, to direct "The Men in Her Life," adapted from the "best seller" of the same title by Warner Fabian. The picture, one of the company's outstanding films in the 1931-32 line-up, will go into production as soon as a suitable cast has been selected.

Ad Campaign

New York—An advertising campaign calling for a total lineage of 380,400 lines in a selected list of 317 papers in 147 cities has been laid out by Paramount to inaugurate its 20th Birthday jubilee celebration next month. First ad will be in connection with the general release of Maurice Chevalier in "The Smiling Lieutenant." Other Paramount pictures and stars also will get mention. This ad drive will be supplemented with another splurge along the same lines during September, which has been designated as Paramount Jubilee Month. These ads, institutional in character, will contain space for individual theatres to advertise their attractions for the four-week period.

Twenty-two Features in Tiffany Line-up

New York — Twenty-two features and three series of shorts will be released by Tiffany during the new season, it was announced last week. Twelve of the 22 will be produced for the de luxe houses. The ten westerns will feature Bob Steele.

Some of the higher class features on the program are as follows:

"The Last Mile," "Those We Love," "Racetrack," "Gossip," "X Marks the Spot," "Hotel Continental," "Luxury Girls," "Strangers of the Evening," a feature with Moran and Mack to be directed by Mack Sennett; "Women Go on Forever," "Morals for Women" and "The Monster Kills." The last three are finished and six others are now in production on the Coast, including the Moran and Mack vehicle.

It was reported here last week that Tiffany may have Norma Talmadge as the star in "Gossip."

The short subjects include six Chimp comedies, twelve "Voice of Hollywood" subjects and six football shorts.

Playright Warshawsky

New York—Sam Warshawsky, the general press representative of Radio Pictures, has entered the ranks of the playrights. Sam has written a drama titled "The Woman of Destiny," which will have its opening at the Wharf Theatre, Provincetown, Mass., the week of August 24.

Lasky West

Jesse L. Lasky, first vice-president in charge of production for Paramount-Publix, is on his regular summer trip to Hollywood from his New York offices.

Practically everything sold by us made in our own factory.
KING STUDIOS, INC.
DALLAS

By Now—
Wise Showmen Know
FOX Has the Hits
and Buy Now!

OFFICE OF
JAMES R. GRAINGER
VICE PRESIDENT
IN CHARGE OF DISTRIBUTION

FOX FILM CORPORATION
850 TENTH AVENUE
NEW YORK CITY

TELEPHONE COLUMBUS 3320 CABLE ADDRESS, FOXFILM-NEW YORK

July 14, 1931

Mr. Martin Quigley,
1790 Broadway,
New York, N. Y.

Dear Mr. Quigley:

When I tell you that I am heartily in favor of the "buy now" movement sponsored by your publications, I am admitting something everybody knows anyway: I am always in favor of "buy now", every May, June, July and August.

We are right in the midst of our annual selling season and it seems to me that this year we are using less selling effort than usual, because theatres, individually and in small and large circuits, are buying based on the best possible sales argument -- the quality of Fox pictures during the last year.

In spite of the toughest year within my memory, Fox pictures have rolled up remarkable earnings during the sales year closing this month. Right under our noses, from coast to coast, "Daddy Long Legs" is furnishing a better argument than any of our salesmen could present.

A year that begins with "Common Clay" and finishes with "Daddy Long Legs" and provides varied and profitable releases during every intervening week is a year that furnishes an impressive tribute to the great producing organization at Fox Studios. With our own theatres, as well as those in competition with us, vying with each other to play Fox pictures, there is a well defined "buy now" movement cooperating with your own.

Completed pictures on our next year's program prove to my own satisfaction that there is no possible advantage for delaying the signing of contracts and many advantages in buying now.

Very truly yours,

J. R. Grainger

New Season
FOX
New Hits

4 REASONS 4



They'll laugh themselves into a year's growth at

WILL ROGERS in YOUNG AS YOU FEEL

with **Fifi Dorsay** • **Lucien Littlefield**

How an old geyser became a fountain of youth and beat the younger generation at its own game.

Directed by **FRANK BORZAGE**

•

Gangway for Stupendous Melodrama!

TRANSATLANTIC

with

EDMUND LOWE • LOIS MORAN

John Halliday **Jean Hersholt**

Greta Nissen **Myrna Loy**

Directed by
WILLIAM K. HOWARD



The excitement of a lifetime in six days at sea. Plenty of comedy.

A story with cosmopolitan air—a picture with box office tang!

"BUYING NOW"

The public may be patient—but not the millions waiting for

JANET GAYNOR and CHARLES FARRELL

in

MERELY MARY ANN

The incomparable team of exquisite romance in a story that will lift you above "7th Heaven"—emotionally and financially.

Directed by **HENRY KING**



Directed by **FRANK BORZAGE**

The novel told her story—
The picture creates her life.

BAD GIRL

with

SALLY EILERS
JAMES DUNN

Introducing that new star, James Dunn, the find of the year. A he-man from the sidewalks of New York, destined to international acclaim.

FOX

4 Smash HITS

WICKED

VICTOR McLAGLEN
ELISSA LANDI

Bigger than "Common Clay." Landi at her glamorous best. A tornado of action and a whirlwind of emotion.

Directed by **ALLAN DWAN**

SKYLINE

THOMAS MEIGHAN
HARDIE ALBRIGHT

The color and contrast, the laughs and tears in the heart of a great city. With a tug at the heart of the multitude.

Directed by **SAM TAYLOR**

SHE WANTED A MILLIONAIRE

JOAN BENNETT
SPENCER TRACY
JAMES KIRKWOOD

More thrilling than that French murder trial of an American beauty. Here's a new twist to the Cinderella who gets her man —and then decides she doesn't want him.

Directed by **JOHN BLYSTONE**

OVER THE HILL

. . . MAE MARSH

returns to the screen in a drama to stir every heart.

Directed by **HENRY KING**

Buy

FOX

PICTURES

Now

Printed in U.S.A.

WITH MONOGRAM

Weaver Covering South Texas Territory

C. H. (Buck) Weaver, who appeared in the limelight a couple of weeks with his declaration of going into Del Rio in opposition to Hughes-Franklin, has switched his plans and is now on the road for Monogram, selling 34 productions for the new year. Weaver's headquarters are in Houston and will work the south Texas field, selling Hoot Gibson, Tom Tyler, Bill and Andy westerns and 12 melodramas.

Harry Silverman, manager of the Dallas Monogram office, is well pleased on signing Weaver for the south Texas job. Weaver is well versed in the film business and has had considerable experience as an exhibitor, Silverman said.

"Kinco" Light Fixtures
Original Designs
at less money.
KING STUDIOS, INC.
DALLAS

SHORT SERIES

Educational Adds New Sport Review

New York — Bill Cunningham's Sports Review, a new series of six one-reel subjects produced by Howard C. Brown and Curtis F. Nagel, has been added to Educational's line-up for the coming season. The first release which has already been delivered is "No Holds Barred," a wrestling subject which shows in action every leading wrestler of the United States as well as representatives of foreign countries. The reel features Gus Sonnenberg, former world's wrestling champion.

The story for each subject is being written by Cunningham, who likewise serves as narrator. He is featured sports writer on the Boston Post, and the author of a number of special articles on various phases of sports for Liberty, Collier's and other magazines.

For the second release in the series, a story centered around prize-winning dogs has been provided. Racing, fighting, show dogs and other canine speciments will be introduced. For a later subject, the services of a national league professional baseball team have been secured.

INDIES' BIG YEAR

Capitalize on Production Situation

Hollywood—"The Heralded crux of the picture situation predicted to come off in the fall should leave the independents on the top of the heap," was the way an executive of Big 4 Film Corporation expressed himself during an interview last week.

"Many of the stars, studios and equipment of the major companies are now idle on the Coast and independents utilizing ths talent and material, at a nominal fee, have nothing to fear next year from the big boys. As a matter of fact the large producers get nothing but good out of the arrangement, which helps to pay off fast-mounting expenses. It is one of those instances whereby an economic problem is working itself out to the advantage of all.

"It is necessary, under existing conditions, that production costs be kept down to the minimum—a difficult adjustment in an industry which has never stopped to consider expense. But there is every reason to believe that with a reduction in costs all along the line the ratio of outgo to income will assume a healthier parallel.

"As a wedge, many of the studios are uniting in contracting with writers on a week-to-week basis with a thirty-day clause. This is a step in the direction of enforced and judicious economy. The subleasing of players and studios is a further step along the same line."

WORLD TOUR SHOTS

Pathe News Shows Swing of World Flight

New York — First pictures of what the world flyers, Wiley V. Post and Harold Gatty, saw during their circling of the globe in the Winnie Mae, the plane with the RKO-Pathe Rooster crest are shown in Pathe News released on Saturday, July 11.

First and exclusive scenes filmed by Navigator Gatty for Pathe News offer audiences new thrills in presenting an idea of the danger the intrepid airmen faced in their dauntless 15,474 mile hop from Roosevelt Field, New York, and return.

REAL BARGAINS
in slightly used
Felt & Velour Draperies
KING STUDIOS, INC.
DALLAS, TEXAS

UNIVERSAL SOUND ON-FILM
Now Completely A. C. Operated!

OPERADIO
PRECISION AMPLIFIERS
all A. C.
Designed for Sound on Film
An inexpensive, compact unit which takes the place of all the apparatus and accessories that are used for the reproduction of sound, from the output of the photo-electric cell to the input of the stage speakers.
Distributed by
HERBER BROS. & WOLF
313 S. Harwood Dallas, Texas

NO
BATTERIES
CHARGERS
RECTIFIERS
HEAD AMPLIFIERS
MOTOR
GENERATOR
COMPLICATED
WIRING.

UNIVERSAL ALL A.C. is still considerably lower in price than any of the quality sound on film equipments. Write us for the details on the complete UNIVERSAL A.C. Equipment.

"Fair Treatment and Adequate Service Always"
THE PHOTO-TALKER CO.
313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

THIS WEEK *in* HOLLYWOOD



By JOE BLAIR
Studio Representative,
Associated Publications, Inc

THIS, the film industry, is the only business in the world where executives live like kings. Why, all the "big shots" have their own private theatres in their homes—sound equipment and everything. When they wish to see a certain picture, a secretary calls up the exchange and makes necessary arrangements. A studio projectionist is generally paid overtime to run the picture.

I'll wager there aren't three executives in the business who have attended neighborhood theatres for the purpose of studying audience reactions to pictures, ten times during the year for the past five years. Yet they have the gall to say that "they" know what the public wants. Bah! Did you ever see an executive sitting down in front for the purpose of studying the kids and regular patrons? No! And you won't. They couldn't stand the common touch!

Other private conveniences exclusively for our studio executives include electric refrigerators, private bathrooms and elaborately upholstered couches (our chief's must lie down during office hours). One studio even pays a high weekly salary to a negro cook to prepare one meal daily for the big boss.

All of which is charged to overhead and must come out of the exhibitors' profits (or add to his losses when business is bad).

* * *

Frank Lloyd, medal winning director, is completing "The Age for Love" at the United Artists studio. Billie Dove enacts the starring role. Director Lloyd, who is under contract to Howard Hughes, expects to enjoy a three months' vacation abroad before directing his next picture.

* * *

Madge Evans, former New York stage actress, has been signed to a long term contract by Metro-Goldwyn-Mayer studio. Miss Evans appeared with Ramon Novarro in "Son of India," with Clark Gable in "Sporting Blood," and Lionel Barrymore in "Guilty Hands." Her most recent assignment is a new featured role in "Boarding School," which will no doubt stamp her as an actress of unusual ability and her long term contract did not come as a surprise.

* * *

Mona Maris, beautiful Argentine actress, has been signed by Fox Films for an important role in "She Wanted a Millionaire" which John Blystone is directing. Miss Maris, one of the greatest linguists of the feminine stars of the screen, speaks English, French, German, Spanish and Italian fluently.

* * *

MALCOLM ST. CLAIR has been signed by Columbia to direct "The Men in Her Life," by Warner Fabian, author of "Flaming Youth" and other seasonal hits. Director St. Clair has an uncanny habit of directing a knockout picture every so often and do not be surprised if "The Men in Her Life" doesn't turn out to be one of the ten best.

* * *

"Beau Hunks" is the title of the latest Stan Laurel and Oliver Hardy comedy now being made at the Hal Roach studio under the direction of James Horne. This one ought to be their best. The story is a wow! Foreign legion stuff similar to "Beau Geste."

* * *

Luther Reed, author of "Hell's Angels," director of "Rio Rita" and other notable films, has joined the writing staff of Columbia Studios and has been given an assignment for immediate production. Reed is one of the most gifted writer-directors in the business and should be an asset to any studio.

Richard Cromwell, who rose to stardom in "Tol'able David," will play the lead in "The Guilty Generation" which Roland V. Lee directs for Columbia, according to inside information.

* * *

Richard Dix will not leave Radio Pictures after all. The popular star has been signed to a new contract and will make "Frontier" as soon as he completes "Secret Service," a current story now in production.

* * *

Cyrill Gardner, former Paramount director, has started work on "Twenty Grand" at Universtal Studios. Mae Clarke and Pat O'Brien have the featured roles of the story.

* * *

George Stevens, who served several months as cameraman for Stan Laurel and Oliver Hardy in their uproaring M-G-M comedies, has been making good as a director on the Roach lot. Stevens is now directing the "Boy Friend" series and his latest picture completed is entitled "Call a Cop."

* * *

Shirley Grey, who made her screen debut with Richard Dix in "The Public Defender," will again appear opposite the star in his latest RKO-Radio picture, "Secret Service," which went into rehearsal last week.

* * *

CLARA BOW will not remain out of the picture long—that's our prediction. It is reported that Harry Cohn of Columbia has offered her $5,000 per week and the little girl is certainly worth twice this much to any picture. However, you can safely gamble, Paramount still has first call on Clara when she decides to go to work again.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Charley's Aunt, Chas. Ruggles—A picture that will please any audience.—G. G. Baker, Strand, Britton, S. D.

FOX

Young Sinners, Thomas Meighan—Slightly risque but pleased very well.—A. M. Inman, New Topic, Fairfax, Minn.

METRO

A Lady's Morals, Grace Moore—Poor business, star not known and story too high-brow for general class. Only musical crowd will appreciate it.—L. L. Levy, Iris, Kerens, Tex.

Parlor, Bedroom and Bath, Buster Keaton—Fair business. Lots of fun and all enjoyed it. Little bit too rough where buster wrestles with girl and gives her a 2-minute kiss.—Iris Theatre, Kerens, Tex.

PARAMOUNT

Dishonored, Marlene Dietrich—Fair business. Very well liked. Star is very fascinating, but direction is too slow.—L. L. Levy, Iris, Kerens, Tex.

Conquering Horde, Richard Arlen—Good crowd. Better than average western. North of 36 remade and is great for Texas. Good action and comedy in it.—Iris Theatre, Kerens, Tex.

Paramount 2-Reel Comedies—The Paramount 2-reel comedies that I have run so far have been the poorest 2-reel comedies I have ever seen. Big names but no laughs.—L. L. Levy, Iris Theatre, Kerens, Tex.

PATHE

Lonely Wives, Edward E. Horton—Just the type of picture that pleases. Good comedy.—George G. Baker, Strand, Britton, S. D.

RADIO

Danger Lights, Louis Wolheim—Good railroad story that will hold the interest throughout. Film in good condition.—Earl Somerville, Raymond, Minn.

RKO

Cracked Nuts, Wheeler & Woolsey—This pair always draws a crowd and does business for us.—George G. Baker, Strand, Britton, S. D.

UNIVERSAL

Spell of the Circus, serial, Alberta Vaughn.—Did not draw much, the chapters were too short, 11 to 14 minutes. Too short for two reels.—L. L. Levy, Iris, Kerens, Tex.

The Spell of the Circus—This is a wow. We have just finished "The Indians Are Coming" and we believe the new one will turn out to be a greater picture than the one just completed. Wish there were more business builders of this type on the market.—W. R. Bratton, Stella, Council Grove, Kas.

UNITED ARTISTS

City Lights, Charles Chaplin—Light business, did not go over with my patrons.—George. G. Baker, Strand, Britton, S. D.

WARNER BROS.

Little Caesar, Edw. Robinson—One of the best gang pictures this year.—George G. Baker, Strand, Britton, S. D.

Going Wild, Joe E. Brown—A good comedy that pleased.—G. G. Baker, Strand, Britton, S. D.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Business and Comment: _____

_____

_____ **Weather:** _____

Title _____

Star _____ **Producer** _____

Business and Comment: _____

_____

_____ **Weather:** _____

City _____ **Theatre** _____

State _____ **Exhibitor** _____

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Smart Exploitation Puts Over 'Chances'

JOHN GOODNO and his staff attached to the Palace Theatre in Huntington, W. Va., have just put over a campangn on the Douglas Fairbanks, Jr., picture, "Chances," which in arousing interest exceeded anything in the exploitation line that has ever been accomplished in this section of the country.

Goodno started out to make a record with "Chances," having been thoroughly sold on the picture before its opening. His first tie-up was with the Postal Telegraph Company, which made a fifteen foot enlargement of a wire of congratulations sent the Palace by Young Fairbanks from Hollywood. In this wire the popular star called attention to the fact that "Chances" was his first starring vehicle, that he hoped his friends in Huntington would like it and concluded with wishing the theatre luck. One sheet enlargements of the wire were also made and posted throughout the city.

Next came a tie-up with local merchants by which the two city papers carried a double page truck ad in which all the advertisers tied in with the Palace's announcement of the showing of the picture. Another stunt was the building of a motorized armored car with a 12-foot projecting gun to tour the tri-state region. The truck, of course, was effectively bannered.

The biggest stunt of all was to come. This was the tie-up with the Edsel Ford Reliability Tour which stopped over at Hunting on Wednesday (July 8th). Frank Hawks and other notables of the air were in this reliability tour. Voluminous space was devoted to the tour by the local papers and over twenty-five thousand visitors were in the city to see the air squadron accompanying the Ford metal airplane. Goodno had a big staff at work during the day to cause the visitors to feel that "Chances" was part and parcel of the celebration.

The records that Goodno started out to make were realized and "Chances" did the biggest business on its opening day that the Palace has ever known at any season of the year in its history.

Window Displays Help "Trader Horn"

WINDOW displays were employed as a basis for the exploitation campaign used by Elmer Heins, manager of the American Theatre, Roanoke, Va., to help put over his showing of "Trader Horn."

Heins obtained the cooperation of two very prominent merchants and secured excellent window displays. One display was on an Edwina Booth Catalina Swim Suit tie-up, and the store had an artist make a seashore background displaying swim suits and special pictures of Miss Booth in addition to scenes from the picture and an announcement card.

In the other window Heins obtained a large display on books with a special background which included stills from the picture and window cards.

Proclamation Aids "Trader Horn"

DON HAMMER, manager of the Luna Theatre, Lafayette, Ind., included the signing of a proclamation in the exploitation campaign he used to help put over his showing of the Metro-Goldwyn-Mayer production, "Trader Horn."

Hammer arranged for Mayor Hudson of Lafayette, an ardent huntsman and traveler, to issue a proclamation urging the public to attend the showing of "Trader Horn." This proclamation was made public through the distribution of special heralds. These heralds were stuffed in the home edition of the Courier as well as distributed from house to house.

As a street ballyhoo, Hammer used a local calliope, which was appropriately bannered, in the Robbins Brothers' circus parade, which took place just previous to the opening of "Trader Horn," at the Luna Theatre.

Hammer also arranged for a tie-up with the three Shell Gas stations, which used large compoboard signs mounted with a series of stills from he picture as well as copy and playdates.

AD - it - orial

Sell The Picture

THE following discussion of a current topic is by B. K. Fischer of the M.P.T.O. of Wisconsin. What he says in regard to the situation in Milwaukee is true of other places as well. To sum it up—pictures have to be sold to the public. Here it is:

"There have been too few box office pictures this season. Name a picture that had a real campaign downtown and I'll show you where this same production was a clean up when it played in neighborhood houses. What applies to Milwaukee must undoubtedly be true in this and every other state. If the key town exploits a big picture, subsequent runs in surrounding towns benefit hereby without question. You can't advertise big outstanding pictures with a silent trailer, and just a few one sheets and expect to "clean up." The show business today is no different than the merchandising game. Product has to be SOLD. A demand must be created in order to stimulate interest. I was very much interested in a statement published in trade papers some time ago, that the head of one of the larger chains issued, saying that its individual managers thereafter had to "stand on their own." The long distance method of operation was to be eliminated. Why? They may give you a dozen reasons for such a move, but I personally believe that it was the result of two things: Lack of proper exploitation, first of all, because pictures didn't earn what they rightfully should have at the box office, and the second reason, I believe, is one so ably covered by Al Picker, our fellow exhibitor, namely, lack of community spirit. To me, the two go hand in hand, if we expect to prosper and stay in business."

Cake of Ice Gets Attention

THE cake of ice stunt was used to good advantage by Harry Herman of the Paramount Theatre, Waterloo, Ia.

Herman used the idea to advertise "Seed," and this is the way he did it: Four cut-out letters spelling "Seed" were frozen into a large cake of ice. The cake was placed in a drug store window and passersby were asked to guess how long it would take for the ice cake to melt. Fifteen passes were given those who came closer to the correct melting time. The issuing of the 15 passes was the only expense to the house.

In these hot days similar stunts can be worked up. Display the ice with the frozen letters and place a sign which would tie-up the ice with the cooling system.

The ice stunt has been worked successfully before and as long as it isn't over-worked, the idea is bound to attract attention.

To Co-Direct

Hollywood—Louis Gasnier and Max Marcin today received their third screen co-directing assignment when they were placed in charge of filming "Ladies of the Big House," original play by Ernest Booth, life-term convict-author of Folsom Prison, Paramount announces. The dramatic story, laid in the women's quarters of a huge prison, will feature a cast of feminine players headed by Peggy Shannon.

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

"Dime-in-the-Slot" Talkers Perfected

Dallas—Dime-in-the-slot talkies in hotel lobbies or street corners are in the offing, according to Morton J. Smith of this city, who has invented such a device.

Smith has perfected a machine using 16 mm. film and a coin-in-the-slot attachment which will give the customer seven or eight minutes of regular talkie entertainment whenever he wants it. The patron walks up to the miniature booth, parts the curtains, seats himself in a chair, drops his coin in the slot and the show starts. One of the devices is now on demonstration on the mezzanine floor of the Adolphus Hotel in Dallas.

Mr. Smith says he has been working on the machine for the last three years. He has secured the necessary backing to permit the building of several of them, with the booths. The devices will be constructed in Dallas and the Movi Miniature Co. of Dallas, Inc., has been formed with 25,000 shares of no par value stock.

The basic idea of the inventor is to have the machines carry local news events, although any character of picture can be utilized. The first completed unit on display uses a booth about 7 x 3 feet in dimensions. There is only one chair. However, two chairs can be placed with a little more width.

In commenting on the device, the Dallas Times-Herald says: "Pity the poor picture show men. Maybe he has a new competition that will make miniature golf courses and night baseball mere passing ills that didn't amount to a hill of beans in comparison with what he now must figure with."

NEW TYPE FILMS

"Armor Plate" Protects Perforations

Precision Engineering Co. of Philadelphia is placing on the market an "armor plated" film on which the perforations are protected by a thin copper band. N. Pederson, inventor of the process, says the innovation is guaranteed to preventing tearing or breaking due to worn performations. The copper band is so attached that it cannot loosen, although it does not enter the "field" of photography.

ELECTRO-DYNAMIC

Unit Put Out by Fox Co. of Toledo

An electro-dynamic unit consisting of a minimum number of parts, making for simplicity and fool-proof operation, yet said to faithfully reproduce both the oral and musical range in equally exact values, has been developed and is being marketed by the Fox Engineering Co. of Toledo.

The new device, it is declared, can be quickly taken apart or assembled by means of one large master screw, and an interchangeable "voice coil cartridge" may be easily substituted if ever necessary, without exchanging an entire unit.

The outer bowl of the unit is stamped from one piece of heavy special alloy. In this bowl rests the "field coil" for supplying the magnetic energy required. This existing energy of six volts can be supplied either with an ordinary six-volt storage battery or a specially designed dry rectifier.

The new unit is designed to functions in all kinds of weather and climatic conditions, the company claims.

HOOD FOR LAMPS

Eliminates Insects From Theatre Lights

Reynolds Electric Co. of Chicago is marketing a special, natural colored glass hood for placing over white lamps to eliminate bugs and insects besides serving to make the theatre more attractive.

In addition to eliminating night insects from hovering about the lamps, the Reco color hoods give a pleasing, cool green or amber light that heightens the attractiveness of the theatre.

The hoods are being offered in sizes to fit over white lamps from 10 to 60 watts. For 75 watt to 500 watt lamps, Laco color hoods of the same material are used. For floodlights, etc., color plates are manufactured by the company.

NEW A. C. UNITS

Weber Machine Offers Power Supply

Completely new A. C.-operated power supply units, designed for the elimination of all batteries from the new Syncroflim sound equipment and for replacements for batteries in use with equipment installed, have been developed and are now being offered by the Weber Machine Corp., of Rochester, N. Y.

The equipment is made in two units, which consist of an "A" unit for the supply of current to exciter lamps and also for the filaments of the head amplifier tubes, and a "B" unit for supplying plate voltage to the head amplifier tubes and photo-electric cells.

All units are ruggedly built, on pressed steel chasis, and are supplied with ventlated steel cabinets for wall mounting. The entire assembly and wiring of the components parts make a compact and efficient unit, the method of wall mounting having proven very desirable in projection rooms where the floor space is limited, it is declared.

CARBON SAVER

"Casco" is Product of Carbon Products, Inc.

"Casco" is the trade name of a new carbon saver to be marketed by Carbon Products, Inc., of New York. It is claimed the saver can burn Hi-low and high intensity carbons down to two inches and less.

The device, consisting of a rod the same size as the carbon, has a tapered extension which is inserted into an opening provided for in the carbon, manufactured by the company. When the extension of the carbon is inserted into the carbon. the company declares, there remains a free space of one-half inch between the extension and the core of the carbon. As the extension is one inch long and the free space one-half inch, it enables one without risk to burn the carbon down to one and three-quarter inches if desired, leaving still one-quarter inch of usable carbon. The device, it is also said, assumes the function of the carbon itself, both in the turning gears and in the electrode.

The carbon will burn with the same brilliance and steadiness as the current is transmitted to the carbon by the carbon saver.

FLOOR SAFE

National Distributing a Small Vault

National Theatre Supply Co. has taken over the distribution of a new safe of small dimension that is imbedded in concrete in the floor and is entirely drill-proof, pick-proof and punch-proof. The same is adaptable to all theatres where surplus funds during business hours are removed from the register and receipts for the day have to be taken care of.

The safe is being manufactured by the In-A-Floor Safe Co. Ltd., of Los Angeles.

The features of this new safe, it is declared, prevents burglars from removing it from the premises. The top rests flush with the floor, does not take up valuable floor space, is inconspicuous and is equipped with patented fool-proof locks. The walls of the In-A-Floor, it is further said, although case-hardened to withstand the onslaughts of either drills or blow-torches are inaccessible because of being surrounded by concrete.

3-LENS TURRET

Basson & Stern Offer New Product

Accommodating three lenses of any size necessary for the presentation of sound-on-film, disc, silent or Magnascope, a three-lens turret is being offered by Basson & Stern of Brooklyn.

With the use of this turret, exact position register is possible, the company states. Each lens has a separate focusing device, and there are also provided adjustments for up-and-down and sideways movements of each lens, thus insuring exact line-up of picture on the screen without it being necessary to shift the projector.

King's Punched Hair Felt
50c Square Yard
50 yard rolls
¼ inch thick, 9 feet wide
KING STUDIOS, INC.
DALLAS

START 2-REELERS

Lipton Has Three Under Way for RKO-Pathe

Lew Lipton, supervisor of comedy production at the RKO-Pathe studios in Culver City, has placed a trio of two-reelers before sight and sound cameras featuring James Gleason, Bennie Rubin and the "Gay Girls" respectively.

"Easy to Get," is the title of the "Gay Girls" comedy featuring June MacCloy, Marion Shilling and Gertrude Short. It is being directed by Howard Bretherton. The story, an original by Beatrice Van, has as members of its cast Harry Myers, Jerry Mandy, Isabel Withers and Bud Marshal.

"Accidents Will Happen" is the title of the Bennie Rubin vehicle which Ralph Ceder is directing. Rubin recently completed "The Messenger Boy."

"Slow Poison" is the title of the "Rufftown" comedy, with James Gleason in the starring role and with Harry Sweet directing. In the cast are Mae Busch, Olive Cooper, Harry Gribbon, Billy Fra ney and others.

ADDS WRITERS

Four Prominent Authors on List

Hollywood—Columbia added a number of imposing names to its writing staff this week, with the signing of Luther Reed, Agnes Christine Johnson, Ray Schrock and Winifred Dunn. Their assignments will be announced at an early date.

All four of the newly signed writers have a background of long standing in the industry and are individually responsible for innumerable screen hits.

GETS "LAST MILE"

Tiffany to Produce Stage Success

Negotiations have been completed by Tiffany Productions for the acquisition of the screen rights of "The Last Mile," the prison play which recently concluded a phenomenal run on Broadway.

The picture, for which a cast is now being sought, will be made for Tiffany by James Cruze and will be released as a Cruze Special.

"KINCO"
Theatre Lobby Frames are—
Distinctive
—at lowest prices.
KING STUDIOS, INC.
DALLAS

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO NEW Arctic Nu-Air fans, no motors, $250 each. Silverman Bros., Strand Theatre Bldg., Altoona, Pa. 7-21

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

BARGAINS—Have just purpurchased stock defunct supply house. Get our prices on guaranteed brand new Kaplan projectors, oth Brothers generators, Strong lamps, Brenkert lamps, Garver rectifiers, Cinephor lenses, Superlite lenses and other new booth equipment. Stebbins Theatre Equipment Company, 1804 Wyandotte St., Kansas City, Mo. 7-21

300 VENEER SEATS reasonably priced. A. K. Company, 11 Winchester St., Boston, Mass. 7-21

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

CHAIRS, two Simplex machines, spot, disc equipment, electric sign. Northern Theatre, 588 North High St., Columbus, Ohio 7-21

10,000 NEW VENEER backs and seats; wonderful bargains; repair your chairs now. Your sample matched. C. G. Demel, 845 South State St., Chicago, Ill. 7-21

POPCORN

NEW YELLOW PEACHY popcorn, the king of corns developed in 1929 and 1930 has wonderful flavor, tender hullness, pops with big volume. You will like it far better than Mushroom and Dynamite; price $10 per hundred lbs. Sample pound 25c. Perfect Popcorn Supply Co., Albion, Mich. 8-4

MISCELLANEOUS

SPEEDY DUPLICATOR prints heralds, weekly program cards, etc. Replaces all rubber stamps, complete outfit $12.50. Pekas Duplicator Co., Box 33, Lesterville, S. D. 7-21

EQUIPMENT WANTED

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter Queen Theatre, Brownwood, Tex. 7-28

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

POSITIONS WANTED

PROJECTIONIST wishes steady position. Ray Petersen, 1317 Mar ket St., Galveston, Texas. 7-21

A-1 EXPLOITATION MAN now available for theatre; 25 years of age; married; references; go anywhere. Wire or write Al Johnston, P. O. Box 571, Lufkin, Texas. 7-21

AT LIBERTY — Good sound operator; do own repair; married, willing worker, moderate salary. H. Swatek, 401 Gelbert Ave., Peoria, Ill. 7-21

THEATRES FOR SALE

FOR SALE—Lyric Theatre, Erwin, Tenn.; best location; one competitor; 350 seats; population 5,000; disc Amplitone equipment; only three thousand; cash, $500 F. E. Perryman, Elizabethton Tenn. 7-21

500-SEAT Theatre—Good sound equipment, cooling system, good business, 16,000 population, low rent. Other business necessitates selling. Paul McConnell, Parsons, Kas. 8-4

FULLY-EQUIPPED theatre; population 1,500; drawing 4,500; nice business; railroad center; no competition; will stand inspection. Box 246, Monon, Ind. 7-21

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

OLD EQUIPMENT CAN BE TURNED INTO CASH THRU THE CLEARING HOUSE.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—
it will pay you to advertise your needs in
The CLEARING HOUSE



Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
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GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Stepping Out

M-G-M—73 Minutes

Cast: Charlotte Greenwood, Leila Hyams, Reginald Denny, Cliff Edwards, Merna Kennedy, Harry Stubbs, Richard Tucker, Kane Richmond, Wilson Benge, Lillian Bond. Directed by Charles Reisner.

Not a big picture and not one to be highly recommended for children, but for good entertainment for laughing purposes only this one fills the bill. It is a bedroom farce affair and it is crammed full of wise-cracking, with Charlotte Greenwood getting the better comedy breaks, although Reginald Denny and Cliff Edwards are on the job to do their bit toward keeping the laughs coming. Leila Hyams is very good, as are Lillian Bond and Merna Kennedy. Harry Stubbs is fine as Denny's partner-in-crime. Richard Tucker and Kane Richmond also add to the entertainment.

It is the story of two movie producers, Denny and Stubbs, who give a swimming party in the former's home with a couple of girls when the wives go away to Caliente. The wives return unexpectedly and things begin to happen. The two men, unknowing to their wives, had assigned all their property and checking accounts to the wives in order to be safe in case of a legal suit over a picture in production. The wives find out about it, go to Caliente and start having a whirl. Efforts to make up with the wives are unsuccessful until the last.

Charlotte Greenwood is the hit of the show. Her chatter brings forth most of the laughter. "Stepping Out" will please those who don't mind a rather risque story. —Steen.

Three Who Loved

Radio—75 Minutes

Cast: Betty Compson, Conrad Nagel, Robert Ames, Robert Emmett O'Connor, Bodil Rosing, Dickie Moore. Directed by George Archainbaud.

A bit better than average is this triangle romance of two bank clerks and a girl from Sweden. Conrad Nagel, as an ambitious teller, sends for the girl but is too busy planning a future to entertain her, so this is left to his best friend, Robert Ames. The girl, Betty Compson, falls in love with Ames and, after many pleasant trips together, gets his promise to marry her. Ames, who does not wish to get married, tries to get out of town but is stopped on suspicion when a shortage is discovered in his accounts at the bank. Nagel has taken the money as a "temporary loan" to cover his margin account in the stock market, but when he had discovered his friend had stolen his girl, kept quiet and let Ames go to jail for the shortage. He marries the girl and after some time Ames escapes from jail and is shot in an attempt to evade recapture in Nagel's house. Nagel makes a confession of the theft and the fadeout shows the girl swearing fidelity and promising to await his release from jail.

Romance and suspense hold this drama together well with good work by the entire cast. Direction fine and should please average audience.—Southwell.

SELLING SEATS: The three leading members of the cast offer the best exploitation angle. Sell as romantic drama.

The Secret Call

Paramount—73 Minutes

Cast: Richard Arlen, Peggy Shannon, William B. Davidson, Charles Trowbridge, Jane Keith, Selmer Jackson, Ned Sparks, Jed Prouty, Charles D. Brown, Harry Beresford, Larry Steers, Elaine Baker, Frances Moffett, Claire Dodd, Patricia Farr. Directed by Stuart Walker.

The picture is nothing very elaborate, but makes excellent screen entertainment as the story moves along in such a way as to keep the audience intensely interested in its development. It is about crooked politics in a big city and two young lovers caught in the graft-net.

Most of the action takes place in a big city hotel where Peggy is a telephone operator. Her father, who had been a state politician, had committed suicide after being the victim of a fraudulent scheme by the "big boss" of the state political machine. Peggy is determined to avenge his death and finally gets her big chance when she overhears another unscrupulous plot by the political boss. How she goes about her plan of vengeance forms the chief interest of the story.

Richard Arlen as the son of the political boss has little to do in the picture except in a few romantic scenes. Peggy Shannon makes a convincing heroine and is certainly a comer for screen fans. Excellent character portrayals are rendered by William B. Davidson as the political boss and Selmer Jackson, a man new to politics whom Davidson tries to frame. Ned Sparks as a newspaper reporter supplies a number of laughs.—Jesse.

SELLING SEATS: Peggy Shannon is a new name for your electric lights. Feature her and Arlen as a new team. Capitalize on the timeliness of the story. An effective stunt would probably be to conduct a contest in your town for the prettiest telephone operator or the one with the sweetest voice.

Dugan of the Badlands

Monogram—60 Minutes

Cast: Bill Cody, Andy Shuford, Earl Dwer, Julian Riveto, John Elliott. Directed by Robert N. Bradbury.

This is the first of a series of Monogram Westerns teaming Bill 'n' Andy. The story deals with Bill and Andy prospecting in the desert and rescuing a dying sheriff who has been shanghied by his own deputies. They nurse him back to health, keep him hidden from his assailants and run down the villians.

There is good wholesome entertainment with considerable human appeal throughout the footage. Scenic background is of excellent quality bringing to the screen quite a number of new spots. Young Shuford is a good team mate for the seasoned Bill Cody. He has a winning personality and rides like a veteran. Cody, who has always had a large following of outdoor fans, will make a lot of new friends through his top notch performance in this picture. The kids will eat this one up.—Warren Stokes.

SELLING SEATS: Bill it as clean action entertainment suitable for the whole family. Don't overlook the fact that Andy Shuford is the little fellow who played in such major productions as "The Big Trail" and "The Great Meadow." Patronage can be built up by admitting kids with the name of Bill and Andy to a special showing of the first of this series.

SHORT SUBJECTS

100% Service

Paramount—9 Minutes

This short is cleverly handled and makes a neat little subject for entertainment with Burns and Allen furnishing the laughs. Allen has a grand time kidding the cigar counter girl (Burns), in a big city hotel until another girl enters the hotel lobby and announces that she is ready to play honeymoon bridge. And what a "wow" of a finish when Allen and a gang of men follow her into the elevator, including a man dressed in a riding habit leading a saddled horse by the halter. Many will wonder what the saddle and the riding habit have to do with this picture.—Jesse.

The Delivery Boy

Columbia—10 Minutes

Here is one of the best Mickey Mouse cartoon comedies to date. The usual dancing and singing are present, but they are brought in with a novel twist. Mickey is the driver of a wagon loaded with various musical instruments, which eventually are played by the barnyard characters. You can give this comedy feature billing.—Steen.

Cold Turkey

Vitaphone—8 Minutes

Built mainly on gags, this comedy featuring Helen Broderick, gets over fairly well. Some of the lines might be considered too "hot," but it runs along smoothly, straining itself at times for a gag. Idea is that Helen accepts an elderly Beau Brummel's invitation to take a trip with him around the world. The scene then jumps to Turkey, where Helen, after paying a lot of money to see the Sultan, discovers that her old man friend has bought out the mogul's job and women and is occupying the throne himself.—Steen.

The Vanishing Legion

Mascot—45 Minutes

Here's the first of a serial that looks like a winner. Title of the opening episode is "The Voice From the Void," and it packs a punch. There's a fight between two horses at the start which is thrilling. Outlaws are determined to keep Harry Carey from shipping in trucks of oil and the way they are successful is shown in an exciting manner. Featured in the serial are Harry Carey, Edwina Booth and several others.—C.M.M.

THE LAST WORD

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EXHIBITORS' FORUM, Pittsburgh, Pa.
THE OHIO SHOWMAN, Cleveland, Ohio
NEW ENGLAND FILM NEWS, Boston, Mass.
WEEKLY FILM REVIEW, Atlanta, Ga.

ARBITRATION SYSTEM A VITAL NEED

WHEN Judge Thacher handed down his decision outlawing arbitration in this industry exhibitors cheered the action. They looked upon it as a great victory for the exhibition side of this industry. Perhaps it was a moral victory, for arbitration, as practiced by some boards, was said not to be conducted in the most ethical manner. It was through exhibitor leaders' demands that the arbitration system was brought into the Federal courts. However, they probably did not realize how much worse off they would be without it.

In a business where the product dealt in has no set price value and where that product is sold before it is made—there are no swatches or samples that can show fully what the actual product will be—contractual misunderstandings are bound to arise. To settle these differences in the courts of law is a long drawn out and expensive procedure. But such a course is all that is available to the exhibitor who has a right and just claim against a distributor. Distributors, on the other hand, obtain satisfaction on contractual violations by exhibitors through the Copyright Bureau, which fixes damages on bicycling, fictitious receipt reports on percentage bookings and irregular holdovers of pictures. Those are the principal exhibitors' violations.

But distributors, too, do not always live up to their agreements. Where other than through justice or Circuit courts can the exhibitor obtain satisfaction over a contractual violation by the distributor? We hold no brief for the exhibitor who falsifies box-office reports; he has no defense. Nor do we hold any brief for the exchange manager or salesman who misrepresents the product he has to sell and who overprices his product in accordance with his over-representation of it.

In various sections of the country exhibitors are now asking for a return of arbitration, the principle of which has always been right. Arbitration gives exhibitor and distributor an equal hearing. There is no more tendency for wrong decisions by an arbitration committee than there is in the courts by a jury or judge and arbitration is much more expeditious and far less costly. We believe that distributors, too, would like to see the return of arbitration.

A variety of exhibition contracts may necessitate more care on the part of the exhibitor in reading them than does a standard exhibition instrument. Manufacturers in every line of business usually prepare their own contracts and make them as binding on the buyer as is possible. A standard contract will not settle differences that are bound to arise. It, therefore, seems to us that exhibitor organization leaders would be rendering their cohorts and the industry as a whole a far greater service by concentrating their efforts on a re-instatement of arbitration rather than by seeking a standard contract.

Ben Shlyen

Increase Attendance

With the Tried and Proven

Scooter-Nite



Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

LET'S GO, SHOW BUSINESS!

Thousands of Exhibitors are guaranteeing themselves boom-time profits in the New Era of Prosperity by signing up for

PARAMOUNT'S 1931-2 (*20th Birthday Jubilee Group*) PRODUCT *Now!*



TYPICAL!

"I bought PARAMOUNT for 1931-2 because of quality, trade mark and fair dealing."
—*R. W. Spence, Lyric Theatre, Manchester, O.*

"I believe PARAMOUNT'S 1931-2 line-up is the strongest group the industry's leader ever had."—*D. L. Kelliher, New Sprague Thea., Elkhorn, Wis.*

"For 16 years PARAMOUNT has been an unfailing source of dependable product for us."
—*Smoots Circuit, Ohio*

"We bought PARAMOUNT for 1931-2 because we believe it to be the most attractive you ever offered."
—*Delft Theatres, Mich.*

"Happy to sign for 1931-2 because PARAMOUNT always gives us complete satisfaction."
—*Geo. R. Warren, Opera House, Woodville, N. H.*

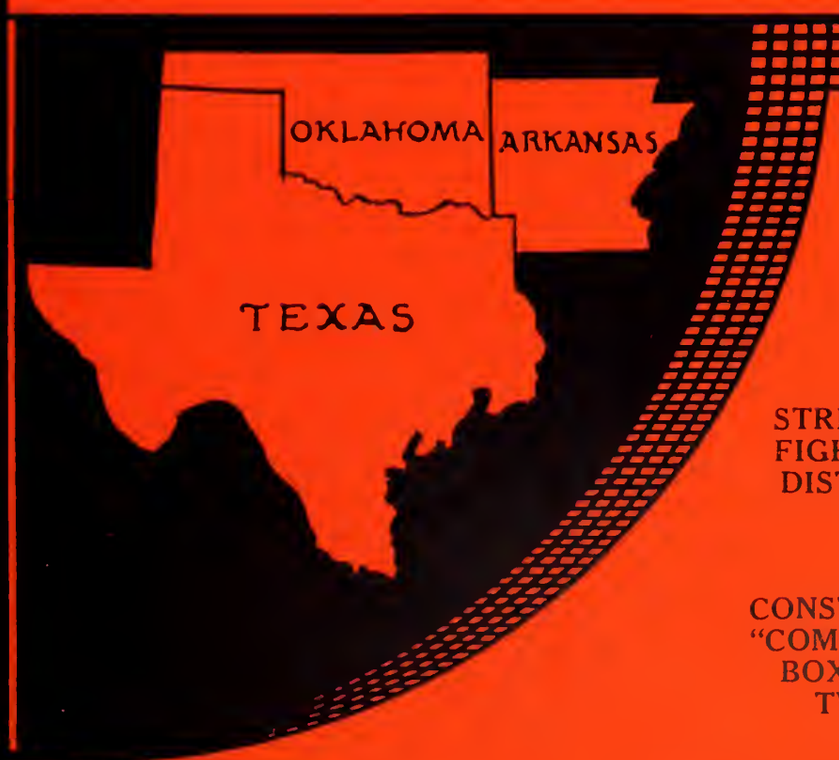
"Buying PARAMOUNT for 1931-2; best ever offered by the company."
—*Fred Hinds, Strand Theatre, Whitewater, Wis.*

"Happy to buy PARAMOUNT because product looks good and service always 100%."
—*P. D. Hollen, Princess Theatre, Mt. Hope, W. Va.*

LET'S GO, *Show Business, with* **PARAMOUNT**

JULY 28, 1931
VOLUME VII NUMBER 20

MOTION PICTURE TIMES



STRIBLING-SCHMELING FIGHT PICTURE BEING DISTRIBUTED OUT OF DALLAS.

CONSTANCE BENNETT IN "COMMON LAW" DRAWS BOX OFFICE LINES IN TWO DIRECTIONS

GOLD NIGHT DRAWINGS USED TO GET BUSINESS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

FIRST AID TO THE FILM BUYER

Is This Lucid Review On



THE Film DAILY

"FIRST AID"

with Grant Withers, Marjorie Beebe
Sono Art *Time, 82 mins.*

CARRIES FAST ACTION PUNCH WITH THRILLS AND UNIQUE PLOT SITUATION THAT MAKES POPULAR FARE. GOOD STORY TREATMENT.

One of the Sono Art Thrill-O-Drama series, featuring Grant Withers as a young hospital doctor, and Marjorie Beebe as a dance hall girl. Wheeler Oakman lends his suave menace as the gangster leader. Michael Simmons wrote a very original script, which shows he has a fine camera-sense in building popular story elements into pictured form. The film has action all the way for the males, and an intriguing love angle for the femmes. The story hinges on the girl's brother getting involved with a gang of crooks. He double crosses them on a safe-cracking job by stealing the loot ahead of schedule. Later he is wounded by a cop's bullet, and the gang kidnaps him from the hospital to their hideout to force him to divulge where he has hidden the loot. They also kidnap the young hospital doctor, interested in the youth's sister. Here a very unique situation develops. Neat twists and surprises keep the suspense up all the way.

Cast: Grant Withers, Marjorie Beebe, Wheeler Oakman, Donald Keith, William Desmond, Paul Panzer, George Cheseborough.

Director, Stuart Paton; **Author,** Michael L. Simmons; **Adaptor,** same; **Diaoguer,** same; **Editor,** Carl Himm; **Cameraman,** Jules Cronjager; **Recording Engineer,** Earl M. Crane.

Direction, satisfactory. **Photography,** good.



FIRST AID TO THE BOX-OFFICE!

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

'Common Law' Draws BO

Gold Night Drawings Get Business

In Two Dallas Neighborhood Houses; Tie-up With Merchants Part of Plan.

Two hundred dollars in cash and two hundred in merchandise is being offered as an inducement for patronage by the Melrose Theatre, de luxe Dallas neighborhood house, operated by P. G. Cameron.

A tie-up has been effected with local merchants whereby tickets are given with every purchase over fifty cents. The patron takes this ticket and is admitted to the Melba along with one paid admission.

On each Thursday night drawings are held from the stage when three stubs are taken from the ticket box. The first prize is $10 and the next two are $5 in gold each. Patrons are asked to save

(Continued on page 4)

H. L. Youngblood

NEW SERIAL

In Network of Syndicate Releases

With seven prints booked solid and with the leading circuits having booked it one hundred per cent, Syndicate pictures are claiming for their new serial, "The Mystery Trooper," more playing time than any chapter play has been given on this market in recent years.

Hughes-Franklin, formerly R. & R., Griffith Amusement Company and Jefferson Amusement Company, representing some 125 theatres in the Southwest, have signed contracts for all their towns, some of which are now playing the chapter play. J. A. Lemke at Waco; W. A. Stuckert at Brenham; and G. A. Doering of Mineola are representative of the many independent showmen who are now playing the serial or will start it at an early date.

Syndicate is especially proud of its collection of action paper on this serial, which they believe will set a record in this region for many years to come.

The foundation of Syndicate, however, is western features, and everything in the house is either Western Electric noiseless recording or RCA recording, according to Joe Silverman, general manager of the southwestern branches.

Tom Tyler is set in six productions, Bob Custer is featured in six, Buddy Roosevelt, Jack Perrin and Yakima Canutt will work out four specials. In addition there are available this year 12 action melodramas and a group of cartoons and comedies which round out the Syndicate buy, according to the requirements of most theatre owners.

Handling Distribution of Stribling-Schmeling Fight Pictures for Dallas Territory.

A hot-shot box office film of the Stribling-Schmeling fight is now booking out of Dallas by H. L. Youngblood, theatre and roadshow man who has secured the rights. The picture was taken in sound at the ringside. The photography is said, by a number of exhibitors who have played the picture, to be good and the reproduction clear.

The picture runs about 31 minutes, the exhibitors setting it in in most cases along with a feature and leaving out the shorts.

(Continued on page 4)

Filing of Copyright Cases Continues

Seven distributors are involved in copyright cases which they have filed against E. E. Lutz, showman of Dallas, operating the Liberty at Rising Star and the Liberty at Cross Plains. Thompson, Knight, Baker and Harris, a leading law firm of Dallas, have filed these suits in behalf of several distributors. Holding over of pictures for a longer time than that specified in the contract are alleged in the complaints.

In two cases filed last week against R. P. Cooper of Kirbyville and Walter Stoppleman of Silsbee, the Houston law firm of Baker, Botts, Andrews and Wharton are handling the issue in behalf of M-G-M, Universal, Harold Lloyd Corp. (Publix), and Fox for the one and M-G-M, Fox and Universal for the other.

Among other cases to be filed will be that of T. M. Dunn and J. W. Courtney, of Mineral Wells, operating as the Resort Amusement Company. Thompson, Knight, Baker & Harris are also handling these cases for the distributors. It is understood that the Mineral Wells suits are filed in connection with reports on percentage pictures.

Fire at Kilgore

The Dixie at Kilgore, east Texas booming oil town, went up in smoke Monday night for a total loss, it was reported on the Dallas market. C. O. Murphree was operator of the house.

Lines Form in Two Directions Around Majestic, Dallas, Breaking House Record.

A sort of traffic jam occurred Thursday night in the vicinity of Harwood and Main about eight o'clock for the evening opening performance of "Common Law" with Constance Bennett. Box office lines were formed two ways, all of which goes to show that the Dallas fans wanted to see how Constance got by this time with her illicit loving. The production was given a good rating by the newspapers but, even in the face of big business at the box office, one of the critics said the overdoing of the sex theme would soon be felt by a majority of the producers.

How "Common Law" will do in the smaller towns is another matter. The fact is, that it did a landslide business at the Majestic for this time of year and passes by far any business that de luxe house has done since its all sound policy adopted a few weeks ago. It further shows that moving pictures will get business without the help of stage, if the pictures have the goods.

Information from the Majestic office told that the matinee business had been tremendous for the week and that night business was also good. Another statement was that the film held up remarkably well.

COPYRIGHT BUREAU

Starting Action on Key City Violations

The Copyright Bureau is now getting down to action on the key city situations following a run on the smaller places. Col. H. A. Cole, of Allied, has been quite active in behalf of his members and Judge Roy L. Walker claims that the T.O.P.A. committee did some good in behalf of certain members of that organization.

SILVERMAN

Raves About Monogram's First Three

When pictures are in production a considerable amount of uncertainty is associated in determining box office value, but when prints are in the house and screened before showmen, bookers, and buyers, and all of them are unanimous in their belief that a film is going to click, the uncertainty wanes in favor of more tangible values, according to Harry Silverman, chief of the Monogram office in Dallas.

Within the past few days the first three Monogram releases for the new year were screened to good trade business. It turned out, according to opinions expressed that "Ships of Hate" with Lloyd Hughes and Dorothy Sebastian, were featured in a real production with a rugged sea-faring background that makes for good entertainment for the whole family. This picture is the first of Monogram's melodramas.

Tom Tyler was seen in a beautiful western picture, "Partners of the Trail." In this picture Tom is presented in a new angle featuring his athletic prowess in a way that appeals to women, kids and men alike, all of which emphasizes action, the keynote of this western.

"Dugan of the Bad Lands," a Bill and Andy western featuring Bill Cody and Andy Shuford, is cracked up by Silverman to be a production of the unusual type. Shuford does some riding and stunting that western fans haven't seen before, he said.

"Exhibitors who heretofore have been laying off westerns because of the inadequate supply, may now go back and pick up their Friday and Saturday profits of the old days, because Monogram has put action, stars and production, all combined in their new season westerns," Silverman said. Monogram westerns are recorded by the new Western Electric noiseless process which eliminates popping and unnecessary noises in reproduction, he said.

NOVEL RECORDING

RCA Gives Demonstration of Music Notes

New York—Declaring that its recording of 400 voices of the Mormon Tabernacle choir and of organ music at the same place is the best example in the reproduction of high and low notes RCA Photophone recently gave a demonstration before a large group of music critics. The music, which was recorded in Salt Lake, was highly complimented by the leaders in the musical field.

GEM AT TEMPLE

To Open September 1; King Decorator

On September 1, Ray Stinnett will open the Gem at Temple, one of the houses in that town recently relinquished by Publix. The house will be transformed by King Studios, in a new scheme of decoration and acoustical correction.

Carpets, drapes, lighting fixtures, display boards, etc., will be furnished by King in the remodeling plans. King's Transform upholstered chair seats and backs will make up part of the 450 seats of this revamped house.

Hardin Sales

J. H. Hardin, of Hardin Theatre Supply Company, has sold two used Simplex machines and new Strong lamps to the Lyric at Terrell, recently taken over by Leaman Marshall. Sales of two new Kaplan heads were also sold to H. Jorgensen, East Grand Theatre, Dallas, to work on Simplex frames.

Lee Marcus Here

Lee Marcus, president of RKO-Pathe, arrived in Dallas Monday to meet with branch managers and salesmen of the company, relative to the new season's product. Ralph Williams, former Dallas film man, now manager of the Oklahoma City Pathe branch, came down for the conference.

Oklahoma Notes

John Schoeppel, manager for the Warner Theatre, and Miss Thelma Williams, ticket seller at the Midwest, were married several days ago and left for a honeymoon trip to Illinois. The two young people are very popular in both business and social circles, and they carry with them the best wishes of their numerous friends and acquaintances.

* * *

Dame rumor says another new theatre for Oklahoma City, but we don't believe it. Too many here now for the patronage offered.

* * *

Lorenzo Warwick, professional tap and eccentric dancer, and Miss Francis Boosman, Xylophone artist, both of Oklahoma City, were married by Rev. Bryan at Loukon, Okla., July 11.

* * *

F. B. Coleman, southwestern representative for Metro-Goldwyn-Mayer, with headquarters in New Orleans, was an Oklahoma City visitor Tuesday, and will visit in Dallas before returning to his headquarters.

* * *

Two boys were arrested for trying to put the cooling system of the Circle Theatre out of commission.

JOINS ALLIED

Lloyd B. Rust Is New Sales Manager

Having left Publix a few months ago to join Monogram, Lloyd B. Rust has announced his new connection with Allied Film Exchanges as sales manager, having bought an interest in the Dallas organization.



L. B. RUST

Besides his film activities, Rust is interested in several East Texas oil propositions.

His new duties start with the coming week, according to Jack K. Adams, president of the company, who expressed himself as some-elated over Rust's association with the company.

Speaking of hard working and industrious film men, Rust takes a place in the lead of this classification, and will soon get busy distributing a line-up of new serials, westerns and regular features which Allied has acquired for the new season.

BROMBERG WINS

Smash Finish in Big 4 Contest

New York — Big 4's May-June sales drive ended in a blaze of glory with Arthur C. Bromberg's Atlanta exchange going over the line to a smash finish and cinching a substantial cash prize. Herman Gluckman's Capital Film Exchange in New York and the Home State Film Company, Inc., of Little Rock endeed second and third and received worth-while cash awards on a graduating-down scale.

Tom Guinan, Big 4 sales manager in New York, says the drive was the most enthusiastic ever entered into by independents and that several of the branches which has not been among the winners had exceeded quotas.

Thirty-one exchanges throughout the country participated in the contest.

Fight Pictures

(Continued from page 3)

A BOX OFFICE TONIC

In Tyler, W. M. Shieldes grabbed the fight film for three days at the Liberty. The SRO sign was up all the time and Shieldes was so sold on the picture that he called up a number of neighboring towns recommending a run for quick money.

In San Antonio it opened at the Empire for a test showing at a midnight performance. It clicked in a big way and the little film played all week to S. R. O. business most of the time.

C. T. Thompson, of the Aladdin at Longview, recommends the showing and says it's okay for quick money.

Youngblood has been working up and down film row the past few days signing almost every exhibitor he meets. The past week his fight film played the American at Bonham, operated by Major H. S. Cole and Col. H. A. Cole, and Bonham is a pretty tough town for fight pictures, it is said.

Youngblood can be reached at 313 Harwood St., Dallas, Texas, for mail and telegram purposes and the long distance phone is 7-3553.

Plenty of prints are available to handle all bookings when the showmen want them, Youngblood said.

GAYNOR-FARRELL

Pair Again Teamed in "Delicious"

Hollywood — Despite published reports to the contrary Janet Gaynor and Charles Farrell will be co-starred in "Delicious," which David Butler is producing at the Fox Studio. Reports that Edward Crandall was to substitute for Farrell are unfounded. This is the Guy Bolton original with original music by George and Ira Gershwin. In addition to Gaynor and Farrell, El Brendel and Lawrence O'Sullivan are in the cast.

Gold Night Drawings

(Continued from page 3)

their coupons after each drawing to compete in the final drawing several weeks later when a $200 radio will be given away.

The Melrose has been doing a nice business since opening and the contest is stimulating things up a bit, it is said.

The Arcadia, Publix de luxe neighborhood house, is also operating a similar contest. Business at the Arcadia has been heavy for about the past two years.

ALONG FILM ROW

Ten years ago C. J. Musselman built the Grand at Corsicana as one of the major units in a fine During intervening years history had its fling and today we find chain of houses he had builded. this man staging a comback in the game to again re-open the Grand on about October 1, where he left off. Publix formerly held the lease which has again gone into Musselman's hands. Equipment has been purchased and everything set. Mr. Musselman, during the past year opened the Lamar at Paris, which has been quite a successful venture.

* * *

It is understood that quite a lot of bicycles have been broken up since the Copyright Bureau began to function actively in the Southwest territory.

* * *

In Pete, the Sap's, restaurant the boys said something about special trains being run soon from Houston, Ft. Worth, San Antonio and other key points bringing them in to see Harold Groves of the Copyright Bureau. Solicitors of two railroads have been on the job offering rates for the excursions, some offering to serve box lunches, it is said.

* * *

As Abraham Lincoln said, you can fool some of the exchanges some of the time, but you can't fool the Copyright Bureau.

* * *

Mrs. C. P. Smith and son of Center, Texas, were in Dallas this week making equipment purchases and dating pictures for the coming month.

* * *

Mr. and Mrs. L. P. Lewis, of Jasper, were in town Monday on their regular market visit.

* * *

Mart Cole, of Rosenburg, circuit operator of more than ten houses, called at Copyright headquarters Monday.

* * *

Mr. and Mrs. W. M. Shieldes, at Tyler, are building a fine new home there in an exclusive section of the city. The big independent exhibitor was in town Tuesday and gives the impression that he is thriving in a way entirely satisfactory even though his town has been over-run in recent years by the octopus.

* * *

J. O. Ford, Dallas equipment man, representing the Blizzard sales company, is announcing the Bestone sound on film equipment in this issue.

* * *

C. W. (Buck) Weaver went to work for Monogram out of Houston without reporting to the Dallas office—not even having his sales kit, a supply of contracts or full information concerning the new releases. Somewhere down the line there evidently was a demand for the Monogram product, for even Harry Silverman, the manager, congratulated Weaver loudly on the amount of business he turned in for the week. Weaver ran out of contracts and wrote some of them up on stationery, believe it or not.

* * *

Bob Clemmons, vice-president of Monogram, will take to the road next week and compare notes with the showmen from an exhibitor angle. Clemmons was formerly an official in the East Texas circuit of theatres, and now is applying his past experiences to distribution. He should find easy audiences with exhibitors because of his long connection with a large circuit operating theatres in medium sized towns.

* * *

F. E. Giesen is new owner of the Dixie at Bastrop.

* * *

Jess Myers has taken over the Ritz at Malakoff.

* * *

W. F. Reed is new owner of the theatre at Angelton.

RE-SIGN DIX

To Make Two for Radio This Season

New York—Richard Dix has renewed his contract with Radio Pictures, according to an announcement by Joseph I. Schnitzer, president.

Dix will do, as originally planned and announced, two of Radio's most important productions. One of these, "Frontier," will go into production the early part of October. It will bring to the screen a recreation of early gold rush days in the Black Hills, with Dix a bringer of law and order in a character that will suggest his heroic creation of Yancey Cravat in "Cimarron."

The second production called for will be "Marcheta," also scheduled to feature the Dix-Dunne combination. "Marcheta" will bring to the talking screen a glamorous romance of old Spain with Dix enacting the role of a matador.

Takes Gallagher

Chicago—The Chicago Cinema Equipment Co. has taken over the entire stock, good will and other asets of the Gallagher Orchestra Equipment Co. of Chicago. The deal became effective July 7.

Screen Powerful in Business Recovery

Wrightsville Beach N. C.—Those who control the motion picture screens of this country are in a position to solve the country's economic problems and lead the nation out of the industrial and unemployment chaos in which it is enmeshed, M. J. O'Toole, of the M. P. T. O. A., told the delegates to the North and South Carolina Theatre Owners Association convention here last week.

Mr. O'Toole said that summed up the whole question centered on "equitable distribution" and "necessary readjustment of wages, working hours and living conditions to meet the ever-increasing possibilities of the machine age" and that there was nothing fundamentally wrong with the country or the American people.

He said that the theatre owners were especially concerned about these pressing problems in two ways. The first was their special duties and responsibilities to government and people because one of the most potent mediums of expression in the world was in their custody. The second was that theatre patronage was to some extent a luxury and general prosperity was always essential to the continued stability and success of the theatre business.

"Why then," he asked, "should we stand by and wait in vain for others to find the way out if we can blaze the way ourselves and do this big job now for America?

"If we would eat of the fruit of the tree of national prosperity we must help care for and nourish that tree. We cannot just bask in its shade and wait for the apples to fall.

"I communicated with every member of the United States Senate and most members of Congress on this question. With but few exceptions the replies were that it was not a statesman's problem but one for business men to solve. I was frankly disappointed with the result of my inquiries. But if those of the highest law-making body in the nation feel that it is the business man's duty to solve this question, then let us apply ourselves to its solution.

"Let the motion picture industry make this contribution to the people of the United States through the Motion Picture Theatre Owners of America and your state organzations.

"We live in an age of unprecedented production. We have more food than we need. We have more clothing than we could wear. We have more homes and building material available than our people require, and yet men, women and children in this nation are sorely in need of food and all of these life essentials.

"When we have as much or more than we need of everything and millions of worthy Americans want of these things, then surely the problem before us in one of distribution and re-adjustment of working and other conditions.

"Therefore, I make the following proposals to meet this most menacing situation:

"First: Provide by law a school, home and living facilities for every child in the nation up to the attainment of his or her fifteenth year and thus withdraw children from industrial tasks and make more jobs for adults. It would also give every person healthy bodies, trained minds and a proper start in life.

"Second: Then provide a minimum wage for all workers. This must not only be a living wage but one which will give a reasonable saving surplus from the fifteenth to the sixteenth year. Provide in addition for these workers a five-day week and eight hours per day. This will absorb most of the other unemployed and give necessary opportunity for healthful recreation.

"Third: A voluntary retirement from active labor at the age of sixty years and an adequate living old age pension for all workers from that period to the end of their lives. This will relieve all old people of the necessity of remaining in productive employment and absorb all of the remaining unemployed."

NEW BRANCHES

To Be Opened by Federal Checking Service

The Federal Checking Service plans to open new offices this month in Minneapolis and Des Moines. It is also considering the opening of offices in Charlotte and Atlanta. Harry Ross is president of Federal, general headquarters of which are in Chicago.

Fire at Orange

The American at Orange, operated by W. R. Buffington, had a booth fire a few days ago burn-up two reels of United Artists, "Reaching for the Moon."

Theatres Still Closed

A. Martini's theatres in Galveston, the Dixie and Key, are still closed due to labor troubles, and the Tremont, Publix house, is also still closed for the like reason, it was reported in Dallas Tuesday.

May Modify Credit Ruling

W. E. GIVEN PATENT DECISION

In Case Filed Against Pacent; Infringement Charged by Western Electric.

New York—In an opinion of far-reaching importance given out Monday, July 20, Judge Clarence G. Galston of the Federal District Court held that talking picture equipment of the Pacent type infringes upon patents embodied in the Western Electric system. The opinion affects a large number of theatres throughout the country now using Pacent equipment. It terminates favorably the first of a series of similar actions brought by the Western Electric Company on the same patents.

The opinion upheld the Western Electric Company on three patents finding them valid and infringed upon. One of these, the Colpitts patent, covers broadly the "push-pull" relation of vacuum tubes for the amplification of sound. The second, the Arnold patent, covers perfections in this arrangement. The third, the Mathes patent, embodies the most modern circuit for maintaining a uniform supply of power to the amplifier regardless of fluctuations at the source.

(Continued on page 10)

Final Decree Gives Distributors Right to Apply for Modification if Conditions Warrant.

New York—There is a loophole in the final decree of the government's ruling against motion picture distributors, declaring the credit system illegal. The loophole gives the film companies the privilege to apply for a modification if later conditions show the decision to be too oppressive or no longer necessary due to change in conditions. This information is contained in a document signed last week by U. S. District Judge John M. Woolsey in the Southern District of New York.

The action was heard in this court and was determined by a decree entered Dec. 23, 1929, from which the petitioner, First National Pictures, et al., appealed to the Supreme Court, which reversed the decree of the District Court and issued a mandate on Jan. 20, 1931, remanding the cause.

Upon motion of the Government, represented by George Z. Medalie, U. S. Attorney for the Southern District of New York, and John Lord O'Brian, assistant to the Attorney General, of counsel, for relief in accordance with the prayer of the petition, and the defendants having appeared by their attorneys, Cadwalader, Wickersham & Taft, and Cornelius W. Wickersham, Arthur L. Fisk, Jr., and Gabriel L. Hess, of counsel, submitting a different form of decree, it has been ordered, adjudged and decreed as follows:

First: That by reason of the mandate of the Supreme Court issued Nov. 24 1930, and filed in this court on Jan. 20, 1930, and entered herein on Dec. 23, 1929, whereby the petition herein was dismissed on the merits, be and it hereby is vacated and set aside.

Second: That (1) the agreement of the defendant distributors to cause each defendant Film Board of Trade to adopt Rules and Regulations for the Establishment and Operations of a Credit Committee, a copy of which Rules and Regulations is attached to the petition herein as Exhibit "A"; (2) the adoption of said Rules and Regulations by each defendant Film Board of Trade; and (3) the carrying on of interstate commerce in motion picture films by the defendant distributors in conformity with the provisions of said Rules and Regulations constitute a conspiracy in restraint of interstate trade and commerce in violation of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce against Unlawful Restraints and Monopolies," commonly known as the Sherman Anti-Trust Act.

(Continued on page 10)

Attacks Hudson Bill

M. J. O'Toole Warns Against It and Brookhart Measure Revival This Year.

Wrightsville Beach, N. C.—M. J. O'Toole, of the M. P. T. O. A., attacked the Brookhart and Hudson bills in an address before the North and South Carolina Theatre Owners Association convention here last week. Mr. O'Toole said:

"The Hudson bill, authorizing the appointment of a national commission to regulate the motion picture industry, will be revived in the next Congress, according to the recent report of the Department of Research and Education of the Federal Council of Churches.

"It's companion measure is the Brookhart bill, which may also be revived. But the declaration is made definitely with respect to the Hudson bill. Neither bill will pass. But the presence of either in Congress causes some uneasi-

(Continued on page 10)

NEW COMPANY

Milestone and Selznick to Produce

Hollywood—A new producing company has been formed here by Lewis Milestone and David O. Selznick. The organization will be known as Milestone-Selznick Pictures, Inc., and will make a minimum of six pictures a year, according to present plans. Selznick is in New York arranging for distribution through a major company.

The two founders of the company will supervise the productions, with Milestone directing along with other directors. Selznick declared prior to his leaving for the east that with low overhead his company can make quality pictures at less cost than major producers.

PHENOMENAL RUN

"Sunny Side Up" Has Made Many Records

New York—"Sunny Side Up," which played at the Roxy beginning July 24, has run continuously since it was produced by Fox Films two years ago. During that time it has established records for attendance, box office receipts and extended runs in theatres all over the world.

Out of sixty-nine engagements in large city theatres not belonging to Fox it had fifty extended runs ranging from two to eight weeks; one extended engagement of two weeks at a second run house, and fifteen repeat engagements.

At twenty-two Fox theatres "Sunny Side Up" had fifteen extended runs ranging from two to ten weeks, and four repeat engagements.

Another Simmons

New York—Mike Simmons, advertising and publicity director for Sono Art, announces that he has an addition to his family. The newest Simmons is named Peter, born July 19.

Radio to Start on 10 Feature Pictures

Hollywood—With the return of President Joseph I. Schnitzer last week from a series of conferences in New York, the RKO-Radio Pictures studio will plunge into one of the most active periods of its history with ten pictures scheduled to be filmed or in production by October 1.

Anticipating this increased activity, William LeBaron, vice-president in charge of production, has issued rush instructions to his writing staff ordering scripts speeded in advance of previous deadlines.

Of the ten two are already in production. These are "Consolation Marriage," with Irene Dunne and Pat O'Brien, and "Are These Our Children?" directed by Wesley Ruggles which features an all-juvenile cast headed by Eric Linden.

The schedule to October includes two Richard Dix specials. "Secret Service," which starts next week, and "Frontier," the Howard Estabrook original which will present the star in a companion piece to "Cimarron."

Others being prepared are: "Home Town Laughter," which will set Ricardo Cortez on the first rung of a starring career with RKO-Radio; "Sour Grapes," featuring Mary Astor; "Peach-O-Reno," starring the comedy team of Bert Wheeler and Robert Woolsey; "Pent-house," starring Hope Williams; "Boulder Dam," which will keep pace with new developments at the government camp and dam site, and "Other People's Business," starring Phillips "Seth Parker" Lord. The latter film goes into production August 3.



'BORN TO LOVE' CONTRACTS

•

4,452 played to date!

•

3,275 still to play!

BORN TO LOVE

with JOEL McCREA and a brilliant cast • Photoplay by Ernest Pascal

Direction by PAUL L. STEIN

RKO PATHÉ presents CONSTANCE BENNETT

ALSO AVAILABLE! Eddie Quillan in "Sweepstakes," Helen Twelvetrees in "A Woman of Experience." COMING! Ina Claire in "Rebound," Bill Boyd in "The Big Gamble," Ann Harding in "Devotion." AND NOTE! Entire RKO Pathé product booked solid by all Fox circuits; Famous Players Canadian; Publix Balaban & Katz, Chicago; Butterfield, Michigan; Blank, Iowa; many others!

RKO PATHÉ

Available Now!

THE COMMON LAW

January Business in July!

HELD OVER BY

RKO in N. Y. — RKO in BROOKLYN

WARNER BROS. in ATLANTIC CITY

WARNER BROS. in PHILADELPHIA

A NEW SERIAL THAT ALREADY HAS MORE BOOKINGS THAN ANY CHAPTER PLAY EVER OFFERED TO SHOWMEN!



Ten Episodes with

BUZZ BARTON
BLANCHE MEHAFFEY
ROBERT FRAZER

Al Ferguson, Charles King, Red Eagle and White Cloud, the Wonder Horse

Cowboys, Bears, Horses, Animals, Indians, all packed in the serial to guarantee entertainment and thrills for the whole family.

NORTHWEST MOUNTED MATERIAL
that stands hair on end and shows them the last word in MYSTERY.

SEVEN PRINTS BOOKED SOLID

—and the fun has just started!

GRIFFITH AMUSEMENT CO. of Oklahoma, Texas; HUGHES-FRANKLIN THEATRES of the Southwest; and JEFFERSON AMUSEMENT CO. of Beaumont have booked it 100%, and when we say 100, we don't mean 90.

J. A. Lemke at Waco; W. A. Stuckert, of Brenham; and A. A. Doering, of Mineola, are among the other enterprising showmen that will play this knock-out serial, but we don't have room to name them all here.

"THE MYSTERY TROOPER"

Beats Them All at the Box-Office.

DON'T FORGET

TOM TYLER
BOB CUSTER
BUDDY ROOSEVELT
JACK PERRIN
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WE MEET *In* HOLLYWOOD

By Warren Stokes



W. RAY JOHNSTON

We meet W. Ray Johnston, president of Monogram Pictures Corporation, while here conferring with Trem Carr, vice-president of production.

"While other producers are talking about pictures, Monogram is making them." Such was Mr. Johnston's opening statement. He stressed the advantage of Monogram having seven pictures completed prior to release date of August 1.

"Independents might think this a foolish undertaking," he said, and advised us that Monogram was amply financed to carry out the plan, assuring exchange men and exhibitors of productions in plenty of time, putting production far enough ahead to allow the time necessary for careful preparation of remaining pictures to follow.

He expressed satisfaction on the following completed pictures: "Ships of Hate," with Lloyd Hughes and Dorothy Sebastian; "Mother and Son," with Clara Kimball Young; "Dugan of the Badlands," starring Bill Cody and Andy Shuford, and "Partners of the Trail," with Tom Tyler and Betty Mack. Completion of "The Montana Kid," "The Man from Death Valley" and "Isle of Hunted Men" will put Monogram seven up prior to release date.

"Thirty-three Monogram exchanges are being operated by leading independent exchangemen," he said. "Each owns an interest in the corporation and a perpetual franchise to distribute Monogram pictures in the future. The board of directors consists of the company's associated interests: W. Ray Johnston president; Trem Carr, vice-president for production; Richard Fielder, Empire Laboratories, treasurer; J. P. Friedhoff, asst. treasurer; James V. Ritchey, vice-president for foreign; and the following exchange members: Herman Rifkin, Boston; Arthur Bromberg, Atlanta; Harry Thomas, New York; Floyd St. John, San Francisco; Nat E. Steinberg, St. Louis; Irving Mandel, Chicago. Distribution in the United Kingdom is being made through the Gaumont Company of London."

Mr. Johnston believes that better business is coming through the fact that Monogram exchanges wrote 49 per cent of their year's quota in the first six weeks of selling. He believes the current season holds every promise of being the greatest in the history of the industry.

SIGN BURTON KING

To Supervise Big 4 Productions

Hollywood — John R. Freuler, president of Big 4 Film Corporation, announced the signing of Burton King as production supervisor on the West Coast.

King, who has had many years of experience as producer and production supervisor, began his career with Equitable and was later associated with Metro, Pathe, Selznick, Gotham and Associated Exhibitors.

24 FROM PEERLESS

New Company Headed by Louis Schneider

New York — Peerless Productions, Inc., recently organized by Louis Schneider, Jack Bellman and Adolph Pollak, will produce and distribute 24 features during the 1931-32 season, according to an announcement by Mr. Schneider, president.

The productions will be released simultaneously throughout the country through affiliated exchanges. The first two pictures will be "Love Bound" and "The Sea Ghost." The company, the announcement states, will make every effort to present unusual attractions by well known authors, with competent directors and distinguished stars. The new organization is well financed to carry out its program, Mr. Schneider declares.

Laura La Plante heads the cast in "The Sea Ghost." The cast of 'Love Bound" includes Myrna Loy, Ralph Forbes, Betty Bronson and Nance O'Neil.

Charles Reed Jones is director of publicity and advertising for Peerless.

What determines the selling price of THEATRE SUPPLIES

THE price of theatre equipment and accessories is not set by a salesman or a dealer. It is determined by the quality of materials and workmanship that go into the making of any given product and by the quantity in which that product is produced. Every unit of theatre equipment, every single accessory, has a fair price—the price for which it is sold by the National Theatre Supply Company. You'll usually find the first cost of National products lower by actual comparison—you'll find them consistently lower in the long run; for every purchase you make at your National Branch is covered by a rigid dual guarantee of quality and of satisfactory service, in every respect.

COMPARE this NEW LOW PRICE



Probably more National "Firm Set" is used annually in the projection rooms of the world than any two other brands. . . . Because it is unvarying in quality, because it spreads evenly and because it always holds. Incidentally, National Firm Set Film Cement is one of the many items on which you save money by dealing at your National Branch. Not long ago, you were asked to pay 25c a bottle for any kind of cement. You can now buy Firm Set at your National store for 15c a bottle.

NATIONAL THEATRE SUPPLY COMPANY

THE STAMP OF TRUE ECONOMY

516 W. Grand, Oklahoma City, Okla.
400 S. Second Street, Memphis, Tenn.
306 S. Harwood St., Dallas, Texas.

RKO-Pathe Producing Schedule Under Way

Hollywood—Lee Marcus, president of RKO-Pathe, has arrived at the West Coast studios of the company in Culver City for production conferences with Charles R. Rogers, vice-president in charge of production.

"The production pace set by Rogers when he took over the reins at the RKO-Pathe studio four months ago has been maintained at an even clip showing quality results obtained by a consistent schedule," states Marcus, in reviewing the production progress.

"No spurt-and-lull methods of production have marred the even schedule set at the start and adhered to during the entire period. The result is a production score that any studio might well be proud of and an assurance that showmanlike product is being turned out in a designated time."

To date six productions have been completed. They are: "Rebound," "A Woman of Experience," "The Common Law," "Sweepstakes," "The Big Gamble" and "The Mad Marriage."

"Devotion," temporary title of the new Ann Harding vehicle, and "Eddie Cuts In," starring Eddie Quillan, are ready to enter the cutting rooms, making at least one picture from each star ready for release shortly.

In preparation and scheduled for an early shooting date are "Suicide Fleet," starring Bill Boyd; "Dangerous to Love," starring Constance Bennett; "Salvaged," starring Helen Twelvetrees; "Women Need Love," starring Ann Harding, and "Pick Up," starring Helen Twelvetrees.

The same fast pace has been set for the Western unit. The "Sundown Trail" company with Tom Keene, Marion Shilling and a crack cast of Western favorites has just returned from location at Victorville with the first of the six westerns tucked away in the cans and ready to be cut.

"A Woman Commands," Pola Negri's first, is being put into shooting shape by Horace Jackson.

The comedy units, under Lew Lipton, are well ahead of the schedule set four months ago without sacrificing the determination to turn out comedies of a calibre big enough for any program.

Attacks Hudson Bill

(Continued from page 6)

ness and has a tendency to withhold investments in the industry and hinders legitimate progress in many ways.

"Yet some exhibitors have given their support to the Brookhart bill. Theatre owners who favor the Hudson or Brookhart bills are deliberately asking the Federal government to take charge of the motion picture business. If this business is ever controlled by the Federal government it will mean party control where anything approaching a medium of expression is involved.

"The Federal government now controls the radio, issues licenses and grants broadcasting privileges. Any time when the occasion requires it can be transformed into the political hand-maid of the party in power.

"This of itself is a major evil and will apply with equal force to the motion picture if any element of Federal control over our business is permitted.

"Then we face the other problem of being denied the right to conduct our own business which in our case is much more serious than any similar regulation appiled to manufacturing or transportation enterprises where standards are followed and factory and similar trade situations exist."

W. E. Wins Suit

(Continued from page 6)

The opinion found that the Lowenstein patent, covering the "grid bias," was invalid. It held that the Blattner patent, covering a device that permits the use of an alternating current supply to the amplifier, was not infringed upon.

Important as it is in itself, Judge Galston's opinion has a wider significance in its bearing on other suits, now pending, which involve the same patents. Such suits are awaiting trial in the Federal Court of the Southern District of New York against Pacent Reproducer Corporation and Pacent Electric Company, and in the District of Delaware against the Stanley Company of America.

May Modify Ruling

(Continued from page 6)

Third: That the defendants, their officers, agents, servants and employees, and all persons acting under, through or on behalf of them, or any of them, hereby are perpetually enjoined, restrained and prohibited, individually and collectively:

1. From further engaging in or carrying out said conspiracy or any other conspiracy similar to, or having a purpose or effect similar to said conspiracy.

2. From doing any act or thing whatsoever having the same purpose or effect as the acts done in pursuance of said conspiracy or promoting, or tending to promote, any of the purposes and effects thereof.

3. From enforcing or carrying out, directly or indirectly, any of the provisions of the aforesaid rules and regulations or any other rules or regulations identic therewith or similar thereto, or having the same purpose or effect as the aforesaid rules and regulations.

4. From retaining any sum or sums heretofore received from any exhibitors of motion pictures in the United States by virtue of the operaiton or enforcement of the aforesaid rules and regulations.

5. From entering into any understanding, arrangement, combination, conspiracy or agreement (1) to refrain, either for a limited or an unlimited period of time, from entering into any contract for licensing the exhibition of motion pictures, or (2) to require the deposit of security by the licensee as a condition of entering into any such contract with such licensee.

Fourth: The provisions of this decree shall not be construed, however:

1. As prohibiting any defendant distributor, or any member of any defendant Film Board of Trade, from exchanging, either directly or through a committee or other agency, information concerning the financing or moral responsibility of any exhibitor of motion pictures in the United States; always provided, that there shall not be made, in connection with or in supplement of such exchange of information, any comment in the nature of a recommendation as to any action to be taken thereon, or

2. As prohibiting, restraining, or interfering with the action of any single company or firm, which is a defendant herein, by its or their officers, agents or employees, whether such officers, agents or employees are themselves made parties hereto or not, from acting with respect to its or their own corporate or firm of business, property or affairs, entirely independently and free from any agreement or understanding with any other defendant distributor or defendant Film Board of Trade, or member thereof.

Fifth: Jurisdiction of this cause is hereby retained:

1. For the purpose of enforcing this decree and making such other and further orders and decrees as may become necessary herein, and

2. For the purpose of enabling any party hereto, to apply to the court for such further orders and directions as may be necessary or proper in relation to carrying out the enforcement of the provisions of this decree, or

3. For the purpose of applying to the court for a modification of this decree, if it be hereafter shown to the satisfatcion of the court that by reason of changed conditions or changes in the statute law of the United States, the provisions hereof have become inadequate or inappropriate, or unduly oppressive to the defendants, and are no longer necessary to secure the maintenance of conditions in harmony with the law.



RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.



Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

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HIS GREATEST YEAR!

Show World Welcomes News . . . Dix Re-signs with RKO-Radio



Richard Dix will go on to still greater triumphs under the Titan banner..

"Cimarron" lifted him to the starry heights!..

"Frontier" and "Marcheta" will entrench him snugly in the affections of millions the world over.

RKO Radio PICTURES

Reg. U. S. Pat. Off.

RICHARD DIX IN "PUBLIC DEFENDER" CURRENT SMASH

Detroit Evening Times
"What a picture! 'The Public Defender' has everything."

Detroit News
"Dix seems destined to remain for a long time at the top of the list. Lively story chock-full of romance and adventure."

Detroit Free Press
"Don't overlook this one."

Detroit Mirror
"Dix again crashes through with a fine performance . . . looks great in straight role."

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"R K O THEATRE OF THE AIR"
N. B. C. Coast to Coast Network
EVERY FRIDAY NIGHT, 10:30 P.M.
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Fight Picture Taken at the Ring-Side in SOUND

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The patent infringement question regarding sound equipment isn't settled yet, according to trade paper head lines. UNIVERSAL IS FULLY COVERED BY PATENTS.

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CUSTER TO BIG 4

Western Star to Make Action Series

Hollywood—Bob Custer, popular young Western player, has been signed by Big 4 to star in a series of out-door action films.

Custer, who will be remembered for a series in which he appeared called "The Custer Texas Ranger Series," starred in numberless F-B-O Westerns and in several for Syndicate pictures.

Production on the first Custer Western, "Headin' for Trouble," will start shortly on the West Coast. This release heralds Big 4's program for 1931-1932.

AIMS AT COUNCIL

Carl Milliken Answers Church Charges

Hollywood — A statement coming from Carl E. Milliken, secretary of the Motion Picture Producers of America, while attending the convention of the National Education Association here, fired a new shot in the controversy involving the Federal Council of Churches, and the organized motion picture industry.

Milliken said:

"When the administrative committee of the Federal Council authorized a study of the motion picture industry to be made by the department of research and education, I notified the chairman of the administrative committee of my intention to absent myself from meetings of the committee during the progress of the inquiry.

"Because the department of research and education of the Federal Council, after clarifying the principles for which honoraria were paid by the motion picture producers, beclouds the issue in its conclusions, I feel that the administrative committee has been placed in an unfortunate position.

"The whole weight and effort of the public relations work of the industry is directed to the promotion by them (1) of making possible a higher quality of supply through conference and self-discipline within the industry, and (2) raising the standard of demand for the best pictures through every legitimate means of public education.

"The department's factual report clearly establishes that all payments of honoraria were legitimate expenditures without sinister intent whatsoever. The factual report states that during the years 1928, 1929 and 1930, fifty-two individuals received some expenses or honoraria for aiding in the work of developing a better quality of picture demand."

WIDE PICTURES

Shown on Standard Size Film

The "Fulvue" device, which shows wider pictures without necessitating the adoption of more than standard size film, has been successfully demonstrated in London.

The chief merit of the device, it is said, it that it enables the spectator to witness in detail scenes on a scale that ordinarily would have to be "long shots."

The standard width of the Fulvue picture is one and two-thirds more than that of the size in common use, but it is said that where it may be physically impracticable for a theatre to increase its picture to this extent, the Fulvue apparatus is readily modifiable to give exactly the extended size which the theatre can accommodate.

It is also said that the new device can be fitted to any existing standard apparatus without interference with the projectors' ordinary use.

Finish Western

Hollywood — Completion of "The Montana Kid," a Monogram western, starring Bill Cody and Andy Shuford, is announced by Trem Carr, vice-president and production head of Monogram Pictures Corporation.

Joe Weil, Author

Joe Weil, exploitation manager of Universal Pictures Corporation, has put into book form "Strictly Dishonorable," which will be released in September. The book goes on sale August 15.

EDUCATIONAL

Enlarges West Coast Publicity Staff

Hollywood—Gordon S. White, director of advertising and publicity, is here to thoroughly go over the publicity situation with Educational's West Coast publicity department. Consistent with Educational's policy to back up its pictures with bigger and better publicity campaigns, and also in view of the Educational-Tiffany affiliation, Mr. White will add new writing talent to Educational's publicity staff during his stay in Hollywood.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS

Thirty-four MONOGRAM PICTURES **for 1931-32**

WINNERS

by every standard that counts

If you ever took a film exchange's word for anything, believe us when we say the FIRST THREE releases on the MONOGRAM program this year are WINNERS and that's a damn good average, if we know our arithmetic.

1. "SHIPS OF HATE"
with LLOYD HUGHES and DOROTHY SEBASTIAN.

2. "Partners of the Trail"
A BILL CODY and ANDY SHUFORD Western.

3. "Dugan of the Bad Lands"
A Tom Tyler Thriller of the Western Country.

All Just Screened in by the Dallas Branch

Monogram is ready to go forward or fall back on its judgment that these three have production quality and great box-office value. Also that it was correct to insist on western Electric "Noiseless" Recording for all releases.

BOOK 'EM WHILE THEY'RE HOT!

MONOGRAM PICTURES CO.

302 S. Harwood Phone 7-4942 DALLAS, TEXAS

HANSON LEAVES

Allied Newsreel But Will Continue Temporarily

Oscar Hanson, former Tiffany sales manager, who has lately been sponsoring the Allied Newsreel, has secured his release from the Allied States Association to accept a position in Toronto, Canada. Hanson's new post call for his handling the promotion of British films and of furthering the independent theatre movement that is under way throughout Canada.

He will, however, continue temporarily to handle contracts for the Allied Newsreel. The New York office of the firm will be maintained. Plans are going forward for release of the first issue of the Newsreel August 28 as scheduled.

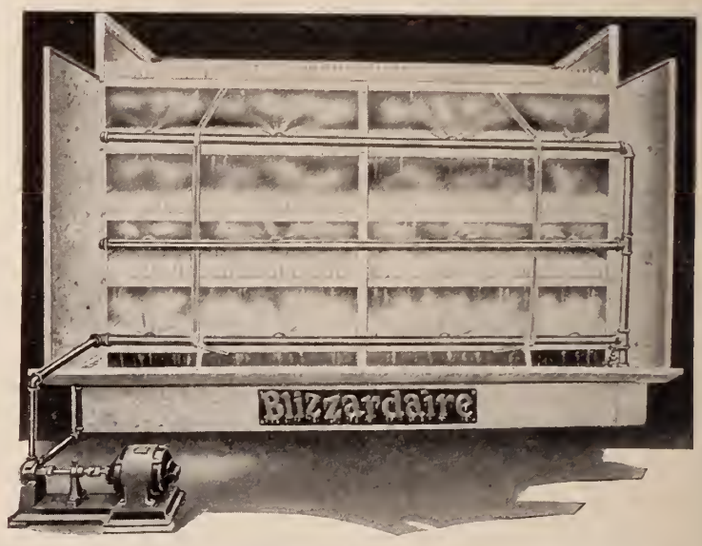
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AUGUST IS THE YEAR'S HOTTEST MONTH!

September and October are Still Hot in this Country.

It's the latter part of November and December when you might turn off your air washer and not feel the loss at your box office.

THEATRES EQUIPPED WITH
BUFFALO AIR WASHERS AND DISTRIBUTING UNITS
are not bothered about the weather beating down profits. They have Cool, Dry Air on tap all the time.

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KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

New Type of Screen Offers Picture Depth

Recently, one of the most eminent investigators in the field of applied optics, a scientist in charge of development of the only practical two-way television system, designed a screen which permits relief picture projection. To secure the full benefits of this screen, it is necessary to utilize a special projector which is commercially impractical.

This screen consists of a series of rod-like filaments, the shape and angles of each rod being based upon complicated mathematical formulae. Keasbey & Mattison Company of Ambler, Pa., one of the country's leading manufacturers of asbestos products, recently discovered, however, a means of forming asbestos into rod-like threads which are woven together to produce a motion picture screen. This new screen is called "Visibestone," a combination of syllables ab tracted from the words "vision," asbestos" and "tone." While it is not claimed that complete stereoscopic vision is thus obtained, it is claimed that, upon seeing a picture projected on this screen, a tremendous depth of picture is apparent. There are no harsh, glistening reflections; there are no holes to destroy the picture, but from each of these asbestos fibre rods the light is reflected brightly and smoothly, resulting in a perfection of contrasts and shading in the picture not obtainable upon a smooth surface of sheet, nor from one containing crystals or reflecting particles, it is claimed.

One of the serious handicaps to good projection in many theatres is the large number of seats at the side and near the front of the house, in which the picture is distorted or lacking in sufficient light to be easily seen. It is claimed that this new screen entirely overcomes this objection because of the rod-like structure, since light is reflected from the round surface of these rods into the remote angles of the theatre. Comparing a picture on this screen with a flat screen is said to approximate the difference between seeing with two eyes or one, or comparing a photograph with its newspaper reproduction.

The scientific design of the ideal theoretical screen for relief picture projection depends upon the critical relationship between the shape of the rods and the refractive index of the material. Here again, in asbestos, nature has provided ideal material for this purpose. Each of these asbestos threads consist of a multitude of fine, glass-like fibres, which results in a soft and even reflection of the light. Combined with these properties, a special surfacing material is employed which increases the normal light reflection value. As a result, scientific tests have shown a uniformly high light reflection from this screen at all angles at which it is possible to be viewed in a motion picture theatre. While such measurements are of value, they do not indicate the full degree of improvement gained by this rod-like construction in eliminating the distortion and giving a brilliant picture even at the extreme sides of the theatres.

The Visibestone Sound Screen, being an asbestos product, is obviously fireproof and non-combustible. It has been approved by Electrical Research Products, Inc., for use with talking picture equipment and is being distributed by National Theatre Supply Company.

McCullough Writes on Upkeep of sound

(Reprinted from western edition of Fox's "The Last Word" by R. H. McCullough.)

It is imperative that the Movietone light gate be cleaned before threading the projector for Movietone presentation. All projector bases should be permanently grounded. Never allow any outside source of light to come in contact with the photo-electric cell compartment during the time the film attachment is in operation, other than that source of light supply which comes from the reproducing lamp. A hum will be perceptible if the sprocket perforations project over in light source of the sound aperture. Idler rollers directly above the sound aperture should be inspected quite frequently to see that they are moving freely. If they are allowed to become cut, the film will move sideways, thus causing the sprocket perforations, or the dividing line between the picture and the sprocket perforations, to project over in the light source. This will naturally cause a hum. Keep sprockets and idlers clean at all times. Always before starting the sound projector, adjust all meters to their respective operating values.

From the Western Electric photo-electric cell positive terminal to the grid leak clip on the amplifier there is a very small stranded wire. The constant vibration of the projector causes the amplifier to swing. This swinging causes the strands to break in the soldered connections, but leaving only enough contact to make connection, and as the amplifier swings a crackling noise will be perceptible. It is necessary to inspect these connections very closely. Crackling noise is often causes by the one-amp midget fuse in the photo-electric cell "B" battery box being defective. Photo-electric cell "B" battery connections should always be soldered.

"B" batteries should never be tested for voltage and amperage after they have been standing idle, they recuperate to some extent, and during the first few moments of their use they will product a higher voltage than they will after being in use for several minutes. When 45-volt B-batteries drop down to 37 volts, B-batteries may sometimes be noisy.

Dry "B" batteries should be tested for noise with a head-phone set connected in series with a one-microfed condenser. Place the tips of the leads on the battery terminals and listen for noise. Be sure that connections between battery terminals and head-phones are perfectly tight, as any slight movement in connections will cause a noise in the phones, and will give an incorrect test.

It is extremely important that storage batteries are not overcharged. Calculate the battery charging rate. Add the number of amperes drawn by all the tubes in the amplifiers with filaments or plates drawing current. Multiply the amperes by the number of hours of use and then add one-quarter to this amount (to make up for battery efficiency). The result is divided by the number of amperes given by the charger. The division shows how many hours the charger should be operated for the number of hours the amplifiers are in use. Noisy reproduction can many times be traced to loose battery connections. Keep them clean, use a little vaseline and replace and be positively sure they are tight.

IMPROVED VACUUM

Contact Is Offered by the Burgess Co.

A new and improved vacuum contact for use wherever a positive, rapid and durable electrical contact is required in circuits handling up to six amperes continuous load or eight amperes intermittently, and up to 220 volts, has been introduced by the Burgess Battery Co. of New York.

The device may be operated by hand, by mechanical means, or by an electromagnetic agency such as the usual telephone relay. It is declared to be especially adapted for use in telephone systems, controllers, sign displays and numerous other applications where a considerable wattage must be controlled by minimum energy. The contact may be operated in any position and is claimed to be extremely durable.

A-C AMPLIFIER

Placed on the Market by Gates Radio Co.

Quincy, Ill.—A completely AC-operated amplifier for theatre use which permits the manager to make personal announcements in his theatres has been perfected and is being marketed by the Gates Radio & Supply Co. of this city.

The amplifier is said to consist of a four stage impedance capacity and transformer coupled amplifier incorporating a pair of UX-250 tubes in a push-pull circuit in the last stage, and is claimed to assure 15 watts undistorted output. The equipment, it is declared, will operate at the highest efficiency without hum or other noises.

Coin Machines on Sharing Plan

A series of coin vending machines, including a weight machine for added theatre profits, is being offered on a profit sharing basis by the Mills Novelty Co. of Chicago.

Did it Go Over? Did it Flop? Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

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LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

GULF BREEZE late model blower, speed control, 5 h. p. motor, $150. 250 veneered chairs, 75 cents. One automatic rewind table $35. Harry Harris, Fox Theatre, Dallas. 7-28

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

NEARLY NEW equipment Simplex projectors, sound-on-film; town 1,700; good surroundings. Must sell by September 1. Grand Theatre, El Paso, Ill. 7-28

250 3-ply veneer chairs, 50 cents each; f. o. b., Independence, Kas.; one non-synchronous outfit complete, $50. Mainstreet Theatre, Independence, Kas. 7-28

THEATRES FOR SALE

500-SEAT Theatre—Good sound equipment, cooling system, good business, 16,000 population, low rent. Other business necessitates selling. Paul McConnell, Parsons, Kas. 8-4

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 8-4

THEATRE—300 seats, silent, population 2,100. Good reason for selling. Mayme Drake, Bremen, Ind. 7-28

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter Queen Theatre, Brownwood, Tex. 7-28

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, ILll. 8-4

POPCORN

NEW YELLOW PEACHY popcorn, the king of corns developed in 1929 and 1930 has wonderful flavor, tender hullness, pops with big volume. You will like it far better than Mushroom and Dynamite; price $10 per hundred lbs. Sample pound 25c. Perfect Popcorn Supply Co., Albion, Mich. 8-4

BRAZILIAN SUNBURST POPCORN, yellow variety similar to South American; with no husks, hard centers. As much volume and a better flavor; 50 lb. bag, $3.75; 100 lb. bag, $7.50. Popping condition guaranteed. Send for sample. Douglas Co., Box D7631, Kansas City, Mo. 8-18

POSITIONS WANTED

AT LIBERTY — Manager of wide experience. Write or wire to Harvey "Doc" Arlington, 1305 East Main St., Muncie, Ind. 7-28

PROJECTIONIST—A-1 sound, de luxe houses, go anywhere. James Curran, 5219 Theodosia St., St. Louis, Mo. 7-28

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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Confessions of a Co-ed

Paramount—75 Minutes

Cast: Phillips Holmes, Sylvia Sidney, Norman Foster, Claudia Dell, Florence Britton, Martha Sleeper, Dorothy Libaire, Marguerite Warner, George Irving, Winter Hall, Eulalie Jensen, Bruce Colman, Dickie Moore. Directed by David Burton and Dudley Murphy.

Said to be based upon an authentic diary record of an anonymous college girl, this sophisticated story of modern university life moves fast from the start. Sylvia Sidney as the youthful freshman is the feminine star who is the main attraction of two upper classmen, Phillips Holmes and Norman Foster. Holmes' former flame, Claudia Dell, in final attempt to hold him, dates him up and they go for a ride in Foster's car. In trying to escape a motorcycle officer the car is ditched. As a result they are both expelled Holmes goes to South America without even saying goodbye to the freshman sweetheart with whom he had made good progress. Foster makes love to the new girl and she finally promises to marry him. Sylvia leaves it to Claudia to tell Foster of her expected motherhood, which she fails to do for fear she might break up the wedding which takes place without the husband aware of the true circumstances. Holmes returns after a few years to find Sylvia married and when the husband hears that he is not the father of the child and that his wife still loves Holmes, he agrees to a divorce so that they can marry.

SELLING SEATS: Play up the stars with box office value. Tie-up on the diary angle. Also good tie-up with any Greek letter fraternities. Sporting goods stores and women's wear shops good possibilities.

Sporting Blood

M-G-M—72 Minutes

Cast: Clark Gable, Ernest Torrence, Madge Evans, Lew Cody, Marie Prevost, Hallam Colley, J. Farrell MacDonald, John Larkin, Eugene Jackson. Directed by Archie Mayo.

At last a picture that isn't "sexy"; a picture that appeals to the sentimental emotions; a picture that even our grandparents would approve.

The story is based on a horse called "Tommy Boy," whose mother was famous throughout the south for her speed. "Tommy Boy" is sold several times, and finally a gambling operative buys him and dopes him to the gills. A rival gang of crooks in cahoots with "Tommy's" master (Lew Cody) bet $65,000 on a race, but this time the dope doesn't work, and the famous steed loses, causing Cody to be "bumped off." His master's mistress gets possession of the run-down horse and takes him back to his original owner and the place where he was born and raised. Here he is brought back into condition, and wins the Kentucky Derby by a clever ruse of his mistress to cut the bridle, so the jockey who had been bribed couldn't hold him in, and by doing this "throw" the race.

Clark Gable and Madge Evans carry what little love scenes there are. Ernest Torrence, the horse breeder, really takes the lead away from Gable in a splendid character portrayal. Eugene Jackson, who made such a hit in "Cimarron" as the colored boy, plays a very appealing part as the boy in charge of "Tommy Boy."—Sam Brown.

SELLING SEATS: Play up the southern atmosphere and man's devotion to his horse. Also bring in the southern hospitality. Advertise strongly the names in the cast and the new star, Madge Evans.

Their Mad Moment

Fox—50 Minutes

Cast: Warner Baxter, Dorothy Mackaill, Zasu Pitts, Nance O'Neil, Lawrence Grant, Nella Walker, Mary Doran, Leon Janney. Directed by Hamilton MacFadden and Chandler Sprague.

Good romantic drama of a society girl whose financial position necessitates a loveless marriage to replenish the family exchequer. While abroad she meets a young Basque sportsman with whom she falls in love while her step-mother is planning her marriage to an Englishman of title and wealth.

The youth's persistance gets her to take a trip to his mountain home and be presented to his grandmother for her approval of their marriage. When she arrives and finds that an old sweetheart still loves the youth, she makes an early morning getaway. As the wedding preparations to the Englishman are being made, the Basque youth returns to the hotel and in her last hour of freedom convinces her that marriage without love is worse than one without money. He gets her consent to go away with him and it turns out that he is the owner of a palatial yacht and has himself made considerable money in America. She sails away with her lover while the Englishman drowns his disappointment in a whisky and soda.

SELLING SEATS: Stars furnish best selling point. Tie up with book stores on the novel. A clock dial with fast moving hands expresses well the "Mad Moment" idea.

Rebound

RKO-Pathe—92 Minutes

Cast: Ina Claire, Robert Ames, Myrna Loy, Hedda Hopper, Robert Williams, Hale Hamilton, Walter Walker, Louise Closser Hale Leigh Allen, Pierre D'Emery. Directed by Edward H. Griffith.

If your audiences liked "Holiday" they should go for this one in a big way. The talkie is from the play by Donald Ogden Stewart and is mainly for class audiences. There isn't much to the story plot but the dialogue is brilliant, the acting excellent, and direction is expertly handled. It is not for family trade.

Briefly, the story is about a young woman (Ina Claire) who catches the man she loves on the rebound, after he had been jilted by his financee who decides to marry a wealthy middle-aged man. After both couples are married they meet again in Paris, where Ames, as Ina's husband, philanders around with his former fiancee, forgetting all about the woman to whom he is married until his wife asserts her rights and runs off and gets a divorce. Ames then gets wise to himself and does not permit her to leave him, saying he really loves her and will never see the other woman again.

As can readily be seen by the synopsis the story is threadbare and it not original. But what really counts in the picture is the smart, clever dialogue. Robert Williams, of stage experience, almost steals every scene in which he appears. But Ina Claire easily outshines all others in the cast. After all she is the one whom the fans will pay their admissions to see.—Jesse.

SELLING SEATS: Play up the names in the cast, particularly Ina Claire. Tell your patrons they will find in this one a sparkling bit of diversion. Appeal to the woman fans especially.

SHORT SUBJECTS

One of the Smiths

M-G-M—20 Minutes

Charley Chase in a clever comedy that should bring the laughs in almost any type of house. In this one Charley is sent down to the Ozarks by the manufacturers of band instruments to find out why the natives down there send in an order for a horn, make the down payments and then are heard of no more. Charley finds out that the horns are an essential part of the equipment used in stills, but he doesn't find it out until he has had plenty of adventures with the mountaineers. This comedy is a "wow".—Steen.

Sax Appeal

Vitaphone—8 Minutes

Joe Penner isn't so hot on the sax, but he plays bum enough to attain his ambition, which is to have people throw odds and ends at him while he is playing it in the street. His father is a junk dealer and these useless articles come in very handy. This number is sure to get applause from any audience.—Sam Brown.

June First

RKO-Pathe—20 Minutes

June MacCloy, the gold digger with the radiant personality and good looks, uses all of her natural born properties to "skigg" wealthy suitors out of jewelry. She promises a whole army of men that she will marry them on June 1, in the afternoon. She "hocks" the jewelry for enough cash to take her and two girl friends to Europe. The morning that her several marriages are to take place, she starts for the dock ond on her way is arrested for speeding, her alibi being that she is late for her wedding. The officers accompany her to the church, and there she gets into another jam with the many supposed-to-be husbands. The cops help them out of this jam and are rewarded with dates, which is just another way out for the girls. This short offers very good entertainment.—Sam Brown.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

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Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

IN THE NAME OF THE BOX OFFICE

"JUST as every other national service aids its dealers, so will our Exhibitors' Service Department provide every showmanship assistance." That quotation is from an announcement by Al Lichtman, vice-president and general manager of United Artists Corporation. And it has a lot of significance.

About a month ago we urged the return of such special services to aid box offices throughout the country. Not only does the percentage system make such service of real importance to both distributor and exhibitor but, as Mr. Lichtman also points out, the present shopping trend of the public for picture entertainment makes it a vital necessity, if a sufficient flow of patronage is to be maintained to keep profits from dwindling.

We also like Mr. Lichtman's idea of arming their entire sales crew with material with which to aid exhibitors in selling pictures to their public. There is a potential and permanent exploitation force. Each salesman comes regularly in contact with dozens of exhibitors in the course of his travels and he can be a virtual clearing house of sound and successful seat-selling ideas that he can bring from one exhibitor to another.

The need for real merchandising of pictures, for honest-to-goodness selling, showmanship of a new order, was never as great as it is today. We're glad to see United Artists leading off in that direction and we hope to see other distributors following.

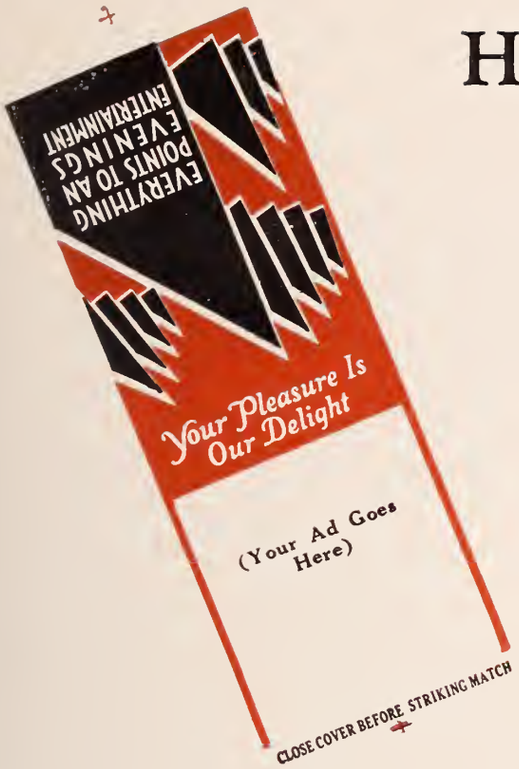
HERE'S ANOTHER SELLING IDEA

WHILE on the subject of seat-selling we wish to report a good example that we saw this week. Whether or not our editorial along this line prompted the action we don't know. Nor does it matter. Nevertheless the Midland Theatre at Kansas City took full advantage of the drawing value of those two sterling comedians, Laurel and Hardy, and, instead of the usual "Added Comedy Attractions" following their feature trailer announcement, showed a short trailer of a few scenes and some selling copy—not too much—on the comedy. That's good business. There are good name attractions in many comedy shorts these days, but they have no drawing value if they are hidden under "Added Comedy Attractions". They need and deserve individual plugging along with the feature.

MUSIC AGAIN? WELL, LET'S SEE!

MUSICALS are coming back. That's the report from several Hollywood studios. The public may accept them, if they aren't overdone as they were last season and if the singing and dancing is blended into the story, but subordinated. Sudden outbursts of song and tap dancing ensembles, even if they occur in a filmusical operetta, are out, so far as this observer is concerned. But Ye American Public is fickle. So maybe we're wrong.

Ben Shlyen



This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

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~an added service that both men and women will appreciate

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You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

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2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

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(Front)

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Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
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Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

If they are tarnished, dull or cloudy you are not getting good projection.

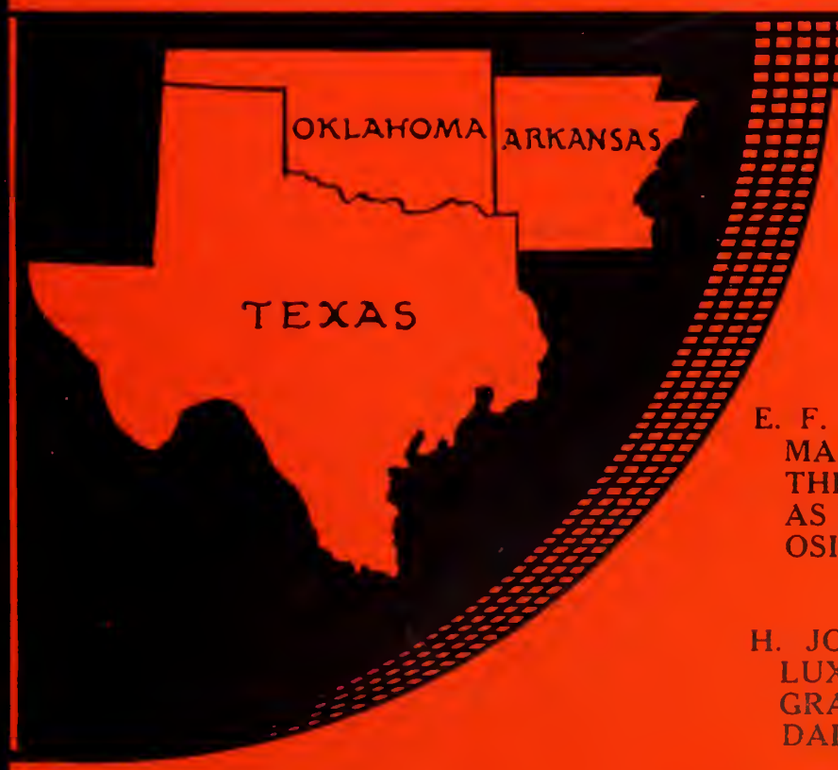
Stebbins Contribution Toward Lower Overhead.

Stebbins Theatre Equipment Co.

1804 Wyandotte Street — Kansas City, Missouri

AUGUST 11, 1931
VOLUME VII NUMBER 22

MOTION PICTURE TIMES



E. F. STEIN, FILM SALESMAN, TO OPEN LaFERIA THEATRE AT LaFERIA AS VALLEY WIDE PROPOSITION.

H. JORGENSEN GOES DE LUXE WITH HIS EAST GRAND THEATRE IN DALLAS.

GARNER AT RANGER CHANGES MIND ABOUT PUBLIX AND VIGOROUSLY ATTACKS CHAIN IN NEWSPAPER.

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP

Critics Put "OK" on

LOVER COME BACK

Yes, it's a habit, just another Columbia hit!

"LOVER COME BACK" is a well made thoughtfully contrived picture that will keep you thoroughly interested during the unwinding. I heartily recommend it even in this heat.

CAROL FRINK, *Chicago Herald and Examiner*

"Movie fans will eat it up."

MAE TINEE, *Chicago Tribune*



REALISM OF STORY APPEALS

BY CAROL FRINK.

HAVE YOU noticed that black is not always black and white is not always white in the movies lately? And that the fallen woman can pick herself up and win out in the end? And that the hero can make mistakes and the heroine can turn out to be a hussy?

Yup, the movies have grown up and pictures are really a reflection of life as it is actually lived. "Lover Come Back" is an illustration of the new cinematic sophistication.

Constance Cummings, an actress who made her reputation on the stage, captures first honors here in the rôle of Connie. She is amazingly sincere and you won't soon forget her poignant performance as the jilted girl. Betty Bronson does the part so well that you hate her cordially from the very first.

"Lover Come Back" is a well made, thoughtfully contrived picture that will keep you thoroughly interested during the unwinding. I heartily recommend it, even in this heat

Directing and Acting Are Big Points of Film

By Mae Tinee.

Good Morning!

This story is about a young man who knew what he wanted, went after what he THOUGHT was what he wanted, got it, found it to be the one thing he DIDN'T want.

Tom Evans and Connie are sweethearts when the picture opens. She fully expects to marry him until, one day, he breaks the news that there's somebody else —a little home girl, who doesn't drink, smoke or pet.

So Tom weds Vivian, who calls him "Tommykins" and fools him prettily, constantly, and right under his devoted nose until . . . Now, that old sweetheart of Tom's is secretary to Tom's boss, Yates, who long has admired the maiden's pretty ankles. He is smooth, charming, unscrupulous.

Performance Is Excellent.

"Lover, Come Back" is notable for excellence of performance. Betty Bronson does a surprisingly effective job as the bebby vamp wife. Constance Cummings gives a thoughtful, appealing and thoroughly artistic portrayal of the girl Tom leaves behind him. Jack Mulhall depicts the hero in snappy, workmanlike fashion. Jameson Thomas, the English actor, who was so startling in "Piccadilly," is thoroughly at home in the rôle of a man about town. The film is technically pleasing. I think the average movie fan will eat it up.

JACK MULHALL ★ BETTY BRONSON ★ CONSTANCE CUMMINGS

ERLE C. KENTON, *director* ROBERT SHANNON, *story* DOROTHY HOWELL, *dialogue*

Hit *after* Hit *from* Dependable Columbia!

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Garner Attacks Publix

In Paid Editorial in Ranger Newspaper; to Open Another Opposition in Breckenridge.

B. E. Garner, operating the Columbia Theatre in Ranger, Texas, as opposition to Publix with the Arcadia, was quoted in a recent TIMES story as saying "Publix Is Plenty Smart—I Like 'Em". In this issue, however, Garner has evidently changed his mind as below we reproduce a robust attack which the independent exhibitor has made on the chain in a quarter-page newspaper ad which cost Garner 40 bucks, he said.

It's a wide-open attack, made direct, in which spades are not confused with diamonds.

With associates, Garner is ready to open an opposition house in Breckenridge next week and plans an offensive similar to that which he is now conducting in Ranger.

Below is what the independent exhibitor told the people in Ranger about Publix:

A WORD FROM THE MANAGEMENT

It is with a great deal of pleasure that we celebrate this week as our First Anniversary in Ranger. One year ago this week we decided there was room in Ranger for an independent, home-owned and operated theatre, and felt like the citizenship of Ranger and vicinity would support and appreciate a theatre that would offer them entertainment at a fair price and give them the same kind of pictures that were offered the patrons of first-run deluxe theatres in the cities where competition is plenty keen. From our own point of view we were correct in both cases.

A brief short year ago we came into your town, purchased the little building we are now occupying, moved our theatre equipment into the same and offered the citizenship of Ranger first-run talking pictures at 25 cents. No advance sale of tickets was made to finance same, and the citizenship of the city was not asked for one penny toward equipping or operating the place.

Publix Theatres, operating the

(Continued on page 14)

Jorgensen Decides to go De Luxe

With His East Grand Theatre in Dallas; to Spend $25,000 on New Project.

After some months of contemplation, H. N. Jorgensen, veteran Dallas exhibitor and successful showman, has announced his plans to disturb an already profitable theatre operation and to sink $25,000 more in the East Grand Theatre.

The architect's drawing shown here is part of the plans prepared by W. Scott Dunne, Dallas theatre architect, which will transform Jorgensen's house into a de luxe neighborhood house with all the trimmings.

The old front is now being completely torn down and an imposing design will soon take its place. The interior will be wrecked as far as present looks are concerned, and new furnishings will be installed throughout.

Seats for about 800 will be installed, the new arrangement practically doubling the present number. The futuristic theme will be carried out both inside and out by the architect and the decorators. Smoking rooms and a large stage will be some of the important new features.

The East Grand is now closed down and the new job will be ready about October 1, Jorgensen said. If anything, the complete outlay will exceed the $25,000 figure.

To Open LeFeria

Theatre on September 10; E. F. Stein, Veteran Film Salesman, to Operate House.

What its owner says will be the finest theatre in the Rio Grande Valley, will open September 10 at LaFeria, Texas, the house being none other than that formerly known as the Dukedun and operated by Brady & Omhart.

E. F. (Steve) Stein, film salesman of many years' service, formerly of M-G-M and late of Educational, is the man behind the project with remodeling of the building now going on. He is now on the ground supervising the alterations which with new equipment will run into figures of several thousands of dollars. Mrs. Stein and the baby are with him there to make a permanent home.

The new theatre will seat 500, will have W. E. sound equipment, and other appointments in keeping with what Stein terms a seven years dream of owning a theatre. It will embody the last word in acoustics, programs and projection, he said.

Stein's connection for so long a time in placing short reels has sold him on the idea of making short subjects a very important part of his programs.

Stein's venture into theatre operation is said to be another instance of where a film salesman has at last seen the light and will settle down.

HIT STAR SYSTEM

Managers Help Abolish Critics' Plan

The importance of newspaper influence on pictures has come to light over the triumph of Dallas theatre managers and district managers in their efforts to sell critics on the idea of abolishing the star system in their reviews of current attractions. John Frieds, district manager of Publix, led the move and was backed up by Frank Starz and various managers. The managers contended that any picture rated under three stars was ignored by the public, although three meant excellent and two meant good.

But few pictures have merited three stars by John Rosenfield in the Dallas News during recent months while only two have been given four stars, as masterpieces, since the News started the system. A wide difference is seen in the importance given the theatres as to whether or not a picture gets two ar three stars and the small amount of advertising lineage which most of the theatres are indulging in at the present time.

The Princess at Sanderson, in extreme west Texas, has been closed for a few weeks. New sound equipment has been installed for re-opening. The Princess is under the capable management of Mrs. C. I. White.

Col. Charles E. Kessnich, M-G-M division manager, is due in Dallas soon, following his visit to the home office where he spent some time in going over the new season's policies with home office officials.

Bickel Returns

Leroy Bickel, branch manager of M-G-M, has returned from an extended visit to border points, through the Rio Grande Valley and San Antonio.

Installs X-Cell

R. Z. Glass, of the Public Address Service Company, left Wednesday to install an X-Cell sound-on-film equipment in T. F. Keasler's theatre at Jefferson, Texas. Mr. Keasler is a lumberman who recently bought the Jefferson Theatre. His installation will be the eighteenth X-Cell installation to be made by Public Address.

ALONG FILM ROW

Mr. and Mrs. N. H. Wertheimer are enjoying a wide-ranging overland tour of the northern and eastern part of the United States.

* * *

Charles Hefley, owner of the Bison, Dallas neighborhood house, which was a member of the lemon family until he took it over, is digging in for a good share of Oak Cliff patronage due to heavy advertising along several different lines which go for successful theatre operation. In several months' time, Hefley probably spent more in advertising the Bison than was previously spent in the history of the house covering several years. It is no uncommon thing now for all seats to be taken with some waiting for the next show. Hefley is now discarding his disc equipment and installing the Bestone sound-on-film, purchased from J. O. Ford, district factory representative.

* * *

Miss Ethel Ransdell has accepted a stenographic position in the Public Address Service Company office. She formerly was in he service of Western Union.

* * *

Will Horwitz has presumably settled his differences with Publix in the operation of the Texan, Iris and Ritz Theatres in Houston. Upon his return from New York it is learned that Horwitz is continuing to do all the buying as usual, but that he is now operating all three houses second-run instead of two second and one third. Pictures of all the producers have been bought by Horwitz, it is said.

* * *

J. B. Underwood, branch manager of Columbia, reports an unusually successful trip through south Texas and also reports that crops are in the best of shape for heavy yield. Exhibitors responded well to the "Buy Now" movement, according to the number of contracts he sent in to New York following the journey.

* * *

Harry Taylor, Columbia district manager, arrived in Dallas Monday on his regular visit to the Dallas branch and also to be on hand for the opening of "Dirigible," scheduled to open Thursday at the RKO Majestic. The theatre, however, made an attempt to open a day earlier. According to the Dallas News "Dirigible" is one of the few depressionless films to reach Elm Street within recent weeks.

* * *

C. W. A. MacCormack, National Theatre Supply Company salesman, has returned to Dallas and out into the field after evident rejuvenation following his vacation trip to New York. He brought back several trophies which he will spring on exhibitors as he gets to them. Mack sent the TIMES a card that made us feel he was taking in quite a lot of footage in Gotham. He brought back the news that an eight-pound baby girl had recently arrived in the home of Mr. and Mrs. J. I. Roberts, both of whom are former Dallasites. J. I. was manager of the National office here for years and went up to general manager of the entire company. Mack also says that Harry T. Paul, assistant to J. I., and also formerly of the Dallas office, is making good in his new job and likes the bright lights bigger and better.

* * *

J. C. Chatmas, Marlin showman, came up last week to take his family home after they had visited friends in Dallas for two weeks. J. C. Chatmas, Jr., spent several hours on the Row with his daddy and with a little more training will no doubt soon be ready to bargain just like his papa with the film salesmen.

* * *

For various and sundry reasons exhibitors continue to gather on Harwood and Jackson streets. Some are buying the new product while others are winding up last season's releases getting ready for the new. During the past few days, the following showmen were among those who put in their appearance for one or more days: Thomas Donnell, of Stephenville; Harry Boynton, of Hamilton; C. J. Musselman and G. L. Woods, of Paris; Leaman Marshall, of Terrell; Mr. and Mrs. G. W. Belcher, of Eastland; B. E. Garner, of Ranger; Jim Tobola, of West; Judge Roy L. Walker, of Lampasas.

* * *

Because the exhibitors are beginning to visit the Dallas market in good numbers lately, J. B. Dugger, of Paramount, has arranged for trade screenings, often at the Arcadia Theatre. A placard announcing the screenings has been posted in Pete's restaurant, the "official" gathering place. The screenings will take place August 17-18. At 10 a. m., Monday, "An American Tragedy" and "Smiling Lieutenant" and "Huckelberry Finn" will be screened for all those in the trade interested.

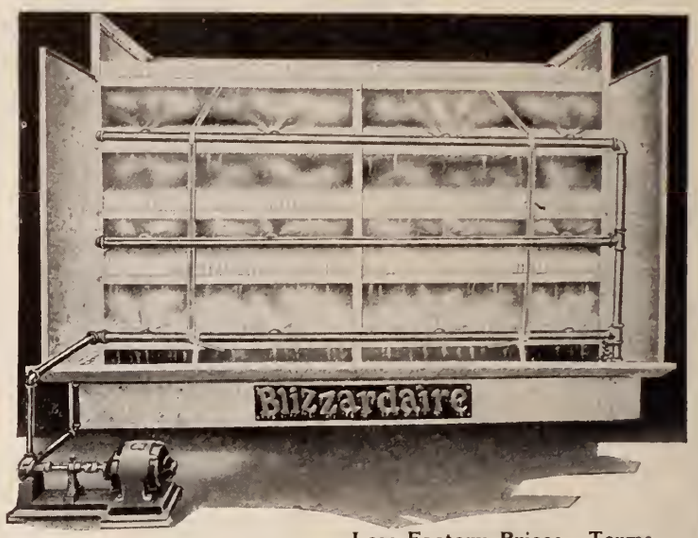
* * *

Leslie Wilkes and Ralph Morrow, former branch and district managers on the Dallas market, have been seen in New York recently around the various film headquarters. Wilkes, it is said, is negotiating for a theatre. He recently sold out his interest in theatres at Corsicana to Publix and engaged in handling leases in the east Texas oil fields.

* * *

Mr. and Mrs. E. J. Callahan, of Crockett, stopped over in Dallas last week after their vacation trip to Cleveland, O. Several Class A houses in the big city were closed down, Mr. Callahan said. He also reported that one of the big houses did a land office business while he was there, putting on a gigantic avertising campaign for a program picture.

BLIZZARD COOLS BEST!



Low Factory Prices—Terms.
No Humidity — No Noise — Even Distribution
J. O. FORD, Factory Representative.
BLIZZARD SALES CO.
P. O. Box 594 Phone 9-3601 Dallas, Texas

BIG BARBECUE

T. B. Phillips Gives Huge Ranch Party

T. B. Phillips, owner of the Texan Theatre at Junction, Tex., and his daughter, Miss Mary Phillips, the theatre's manager, entertained lavishly recently at a tremendous barbecue and rodeo performance at their lower ranch of some 8,000 acres near Junction. The site was ideal for such a celebration in one of the most inaccessible spots of Texas and amidst virgin timber almost infested with wild game and running streams alive with the finny tribe. Mr. Phillips and his family and many relatives over the United States enjoyed one full week of this inland pleasure. He plans a like event annually to service as a family reunion for all branches of the family.

Buffalo Air Washers
and Distributing Units
BUFFALO ENGINEERING CO., INC.
311 S. Harwood St. George W. Thornton, General Manager Dallas, Texas
Buffalo Equipment is backed by over fifty years' experience in cooling theatres, and has no connection with the experimentation now going on in the cooling industry.

MONOGRAM GUARANTEES **34 PRODUCTIONS**



EXHIBITORS! Join in this move which brings the industry **6** OUTSTANDING HIGH CLASS WESTERNS

DE LUXE

WESTERNS

—that have the star
—Popular feminine leads
—good supporting casts
—produced according to highest standards of quality.



R. C. A. RECORDING

HOOT GIBSON

Riding to Greater Heights and Box-Office Power in His Six 1931-32 De Luxe Westerns

Produced by M. H. HOFFMAN, Jr.

1. **"CLEARING THE RANGE"**
   with Sally Eilers. Directed by Otto Brower. Story by Jack Cunningham.
2. **"WILD HORSE"**
   with Alberta Vaughn and Stepin Fetchit. Directed by Richard Thorpe and Sidney Algier. Story by Peter B. Kyne.
3. **"THE HARD HOMBRE"**
   with Lina Basquette. Directed by Otto Brower. Story by Jack Natleford.
4. **"THE GAY BUCKAROO"**
   Preparing to go into production with cast, director and author to be selected within a few days.
5. **A PETER B. KYNE**
   Story to be announced later by the author.
6. **TITLE AND AUTHOR**
   To be decided by the exhibitors themselves.

The New Gibsons Are Playing in the Better Class Theatres Everywhere — A Positive Proof of Their Greater Quality.

HERE ARE THE OTHER MONOGRAM RELEASES THAT MAKE UP A WELL BALANCED FILM BUY!

Make the Monogram Offices Your Headquarters while in Dallas or Oklahoma City.

8 Bill and Andy WESTERNS

(Bill Cody & Andy Shuford)
"Dugan of the Bad Lands"
"The Montana Kid"
"Law of the North"
"Oklahoma Jim"
"So This Is Texas"
"Land of Wanted Men"
"Mason of the Mounted"
"The Ghost City"

8 Tom Tyler WESTERNS

"Partners of the Trail"
"Galloping Thru"
"Two-Fisted Justice"
"Single Handed Sanders"
"Vanishing Men"
"Man From Death Valley"
"Honor of the Mounted"
"Man From New Mexico"

12 Melodramas

"Ships of Hate"
"Mother and Son"
"The Western Limited"
"Isle of Hunted Men"
"In Line of Duty"
"Klondike"
"The Arm of the Law"
"The Midnight Patrol"
"Forgotten Women"
"The Law of the Sea"
"Police Court"
"The Fatal Alarm"

"WESTERN ELECTRIC NOISELESS RECORDING"

Monogram Pictures are proven money-makers in all types of theatres.

MONOGRAM PICTURES CO.

302 S. HARWOOD ST. — DALLAS, TEXAS
623 GRAND AVE. — OKLAHOMA CITY
Phone 7-4942
Phone LD 635

15 Pictures Start Paramount Jubilee

New York — With fifteen feature films of its 1931-1932 program already completed and ready for release Paramount has inaugurated its 20th jubilee celebration with the announcement of a new production program which will tax the capacity of the company's studios in New York and Hollywood. During the month of August, 15 new pictures will be put into production.

The highlight of the beginning of Paramount's 20th year will be the world premiere at the Criterion Theatre of "An American Tragedy," the Josef von Sternberg film masterpiece based on Theodore Dreiser's novel of the same title with Phillips Holmes, Sylvia Sidney and Frances Dee in the principal roles and supported by an all star cast.

Next in order comes the film debut of "Huckleberry Finn" at the Paramount Theatre, where the picture based on the Mark Twain classic opens with the most notable child cast ever offered in a talking picture. "Huckleberry Finn," directed by Norman Taurog, who made "Skippy," includes such child stars as Jackie Coogan, Junior Durkin, Mitzi Green and Jackie Searl.

"Huckleberry Finn" will be followed at the Paramount Theatre by "Silence," a drama, with Clive Brook, Marjorie Rambeau, Peggy Shannon and Charles Starrett.

Among other pictures of the fifteen which have been completed are:

"Secrets of a Secretary," with Claudette Colbert Herbert Marshall and Georges Metaxa, and directed by Geo. Abbott; "Murder by the Clock," with Lilyan Tashman, William Boyd, Irving Pichel and Regis Toomey, and directed by Edw. Sloman; "Caught," with Richard Arlen, Louise Dresser and Frances Dee and directed by Edward Sloman; "Daughter of the Dragon," with Anna May Wong, Warner Oland and Sessue Hayakawa and directed by Lloyd Corrigan; "Personal Maid," with Nancy Carroll; Gene Raymond, George Fawcett, Pat O'Brien and Mary Boland and directed by Monta Bell; "Monkey Business," with the Four Marx Brothers and directed by Norman McLeod; "My Sin," with Tallulah Bankhead and Frederic March and directed by George Abbott; "The Mad Parade," a Paramount release, with Evelyn Brent, Lilyan Tashman, Irene Rich and Louise Fazenda and directed by William Beaudine; "The Road to Reno," with Lilyan Tashman, Charles "Buddy" Rogers, Peggy Shannon, William Boyd, Irving Pichel and Skeets Gallagher and directed by Richard Wallace; "24 Hours," with Clive Brook, Kay Francis, Miriam Hopkins and Regis Toomey, directed by Marion Gering; "Tabu," the first picture made by the late Fred Murnau; and "The Smiling Lieutenant," wtih Maurice Chevalier, Claudette Colbert, Miram Hopkins and Chas. Ruggles, and directed by Ernst Lubitsch.

DETECTIVE SERIES

26 Nick Harris Stories From Radio

New York—A series of six two-reel detective stories based on the memoirs of Nick Harris, chief of the Nick Harris Detective Agency, internationally famous organization, will be filmed by Spencer Gordon Bennett for RKO-Radio Pictures distribution, according to an announcement by Joseph I. Schnitzer, president of Radio Pictures.

The Nick Harris series will bring the true life thrills of detective life to the screen with all the authentic values which have come to Mr. Harris from first-hand experience.

TWO FROM PEERLESS

And Three More to Begin at Once

Hollywood—With its two initial releases, "Salvaged" and "Lovebound," nearing completion at the Tec-Art Studios, Peerless Productions, Inc., is preparing to start shooting on three additional productions within the next two weeks. Peerless has announced twenty-four for the 1931-32 season.

The third release, tentatively titled "Decency," an original story of Whites in the tropics, is now being cast. Rehearsals will be started within a week.

SELECT STORY

Chevalier to Appear in Modern Clothes

Hollywood—Maurice Chevalier's next film role will be as a struggling song writer in "One Hour With You," it is announced at the Paramount studios.

The story, which will mark the French star's return to modern clothes after his costumed roles in "The Love Parade" and "The Smiling Lieutenant," is being prepared for the screen by Raymond Griffith, former film star.

SUSTAINS W. E.

General Talking Must File Patent Answer

New York—Judge Coleman, of the United States District Court, Southern District of New York, on August 5 sustained Western Electric in denying the motions of General Talking Pictures to dismiss, for lack of jurisdiction, the patent infringement suits brought by the Western Electric Company. Judge Coleman also denied General Talking Pictures' motion to withdraw their general appearance.

The decision means that General Talking Pictures must file, within the next five days, an answer to the patent infringement suits brought by Western Electric that have been before the United States District Court, Southern District of New York for almost a year.

Sign McGowan

Hollywood—J. P. McGowan, ace western director responsible for the success of many Pateh action films, has been signed by John R. Freuler to direct "Headin' for Trouble," the initial Custer production to be released by Big 4 Film Corporation. Betty Mack will appear opposite Custer. Production has already started on the picture.

TO START COMEDY

"Peach O'Reno" Moved Up One Month

Hollywood—Anticipating a full production blast in October, RKO-Radio Pictures has moved "Peach O'Reno" up a month. Filming will start early in September with Bert Wheeler and Robert Woolsey starred.

The comedians, who have been spending their vacation in Scotland and England, will arrive in Hollywood August 20, in time for rehearsals.

START ON SEVENTH

"Neck and Neck" to be New Thrill-o-Drama

Hollywood — Preliminary work has been started on the production of "Neck and Neck," seventh Thrill-O-Drama in Son Art's series of ten. This, as the title implies, is a racetrack story.

Casting has been completed with Glenn Tryon and Vera Reynolds heading a strong player roster, including Carrol Nye, Stepin Fetchit, Lafe McKee, Fern Emell, Wheeler Oakman, Edith Fellows, Billy Gilbert and Richard Cramer.



Kings Factory and Studio in New Dress

The new theatre studio and factory of W. B. King at 2545 Elm Street has been completed in its new scheme of decoration and operation, the Harwood street office having been moved into the factory building for closer contact.

A rich blue and red color scheme decorates the front of the building which also carries the large electric sign and big boards heralding King's service to the theatre trade. These boards are out of the ordinary type in their color and silver borders and trimmings.

The front office, taking a downstairs space right on the street, is made up of part of the furnishings of the Harwood office with new materials to accommodate a larger space. A definite display of carpet most suitable to the theatre is seen on the floors and stairway leading to the main factory.

In back of the front office is the private business compartment of W. B. King. The King Studios in addition to decorating, remodeling and correcting acoustics in theatres are now specializing in upholstering that may be applied to the regular run of veneered chairs to make comfortable upholstered seats of them. They are called "King's Transform Theatre Seats and Backs," and may be easily installed by the exhibitor or the studios will do the installing themselves. The regular factory is now busy on several theatre jobs, one of which is of quite good size and one of which is an elaborate scheme of decoration, remodeling and acousticizing from front to back.

Young With Edu.

Hollywood — Lon Young has been appointed director of publicity for Educational studios. Young recently resigned as publicity head for Columbia. He succeeds Ray Hoadley, who has joined the Tiffany publicity department.

Re-unite Team

Hollywood — Sally Eilers and James Dunn will be together again in another Fox picture, "Over the Hill." The performances of Eilers and Dunn opposite each other in "Bad Girl" led Fox Film officials

Another Exhibitor Chooses

X-CELL

SOUND-ON-FILM EQUIPMENT

MR. T. F. KEASLER, Jefferson, Tex., knows a good sound investment will save dollars and difficulties, because:

1. No Head Amplifiers
2. Entirely A. C. operation.
3. Reproduction equal to high priced equipment.
4. No service or rental charge.
5. Saving in operating cost.
6. Simplicity of operation.
7. Replacing high priced equipments.

WE ARE OFFERING A LIFE SAVER TO THE SMALL EXHIBITOR.

ASK FOR OUR PROPOSITION BEFORE SPENDING ANY MONEY.

CALL OR WRITE

Public Address Service Co.

2024½ Commerce St. Dallas



REEL BARGAIN

Another example of National's Economy Program: Less than three years ago a sound reel, unequal in quality and workmanship to this one, sold regularly for as much as $5.50. Today you can buy the National Sound Reel—a big, sturdy, accurately machined, and perfect running reel—11, 14 or 15-inch diameter, at your National Branch for $2.50. *How's that for Economy?*

Where else can you get such VALUE?

National purchases the theatre owner's requirements in large quantities, securing the lowest possible prices consistent with quality merchandise. It is the policy of National to share its purchasing economies with its customers, consequently you can save money on equal quality by purchasing all your supplies from your National Branch. Not only do you get fresh, clean merchandise at better prices but you also avail yourself of Prompt Delivery and a guarantee—satisfaction or your money back.

THE MARK OF TRUE ECONOMY

NATIONAL THEATRE SUPPLY COMPANY

306 S. Harwood St., Dallas, Texas 516 W. Grand, Oklahoma City, Okla.
400 S. Second St., Memphis, Tenn.

GIBSON WESTERNS

A Forward Step in Action Stories

By V. W. CRISP

The film industry was not ignited when M. H. Hoffman, Jr., made the announcement several months ago that he would produce six western productions with Hoot Gibson that would set a new standard in the western form of screen entertainment. But since Hoffman has come through with the first three of the six, an impression has been made and it is now generally accepted that Hoffman has already half-done what he said he would do.

Monogram Pictures Company, which organized in Dallas and Oklahoma City to handle franchises of 28 Monogram pictures comprising 16 westerns and 12 melodramas, was quick to also get franchises on the Gibson-Hoffman releases because Joe and Harry Silverman, Monogram organizers, knew that Gibson had been a good bet for years and that through the new arrangement he should be even better.

Judging from the scale of quality injected all the way through the first three releases already completed it is safe to say that all parties concerned were correct in their assumptions and calculations.

Hoffman is a recognized and successful producer of some resources and Hoot Gibson made a lot of money out of his previous pictures and kept it. He left Universal and set out to get even more money for his part than he got before and his connection with Hoffman covers both a set amount for making each picture and also a split in grosses. This accounts in large measure for the noticeable quality on all sides in the new Gibson pictures.

"Clearing the Range" was the first Gibson and that release played right off the bat for a week in the Old Mill at Dallas, a first-run house operated by Publix. Sally Eilers was picked as the feminine lead. A story was bought from Jack Cunningham when a less important author and story might have been adopted. Otto Brower who made the big outdoor productions for Paramount, was chosen to direct when a lesser light might have had the job. The result was that all exhibitors who played the first said everything was okay and that receipts were satisfactory.

"Wild Horse," the second Gibson, was better than the first, and this is generally conceded. Alberta Vaughn is the feminine lead and Stepin Fetchit was included to get in an added entertainment angle. There was noticeably no compromise in the supporting cast of this release. Peter B. Kyne generally gets good money for his stories and he wrote "Wild Horse". Richard Thorpe and Sidney Algier directed it.

"The Hard Hombre," is the third Gibson, now completed with release set for September 15. Lina Basquette, now featured by another producer in a new picture, plays opposite Gibson. Jack Natteford is the author. Otto Brower is again the director.

"The Gay Buckaroo" is the title of the fourth now preparing to go into production and director, author and cast will be selected within a few days.

Peter B. Kyne is the author of the fifth Gibson. He will personally announce the title as production date nears.

After the exhibitors have played several of these Gibson pictures, Hoffman will take a census of opinion in selecting the title, author and kind of story in which Gibson is to complete the series.

From analyzing the Gibson series is it clear that none of them is, or will be the type wherein exhibitors call up an exchange and say "book me a western". If there's money in westerns there ought to be more in the Gibsons because of the thoroughness and quality of the Hoffman plan in selecting authors, directors, and the extra costs which he put into actual production.

Florine, cashier-manager of Pete the Sap's film restaurant is the happy owner of a Pierce Arrow sedan, a birthday gift from her husband.

15% Off on Parts for All Projectors

COMPLETE LINE STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

JOIN THE UNIVERSAL CLUB OF THRIFTY EXHIBITORS

UNIVERSAL QUALITY IS PAR WITH HIGHEST PRICED EQUIPMENT

BUT THE DIFFERENCE IN PRICE IS A PRESENT DAY FORTUNE.

UNIVERSAL SOUND ON-FILM

NOW ALL A. C. OPERATED

NO BATTERIES — NO HEAD AMPLIFIERS — NO CHARGES
FULLY LICENSED AND COVERED BY PATENTS

PRICES REDUCED

Write for Particulars on the New All A.C. System.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

Passage of Copyright Law

Sure, According to M. P. T. O. Officials, who Say Industry Should Help Write New Bill.

New York—M. P. T. O. A. officials are of the opinion that passage of a copyright bill is certain in the next session of Congress. The exhibitor leaders believe the industry should help write the law and that members of the association should call upon their personal lawyers to study the 1931 Copyright bill and suggest amendments or changes.

According to the M. P. T. O. A., if the new law, which is expected to be rushed to passage at the next session, includes the "Berne Convention" arrangement, it is possible that theatre owners will pay six or more sets of music license taxes instead of one.

It is pointed out by the association that there should be no license tax required by theatres where talking pictures are used exclusively, as the producers pay for the copyrighted music on the film. Producers, the organization says, could record the music on the film and put the film on the shelf and no license fee could be required. It is when the music thus recorded is reproduced in a theatre attended by a paying audience that the law requiring the fee becomes operative. In this manner, the producer pays the performing fee in fact and this is charged back to the exhibitors, which should be sufficient, the association declares.

Return of Houses to Independents

Favored by Wall Street Bankers, According to Survey Made by the Film Daily.

New York — According to expressions of opinion by Wall Street bankers, financial interests look with favor upon the selling of certain houses by major circuits to independent operators. This information was obtained by a survey made by The Film Daily.

Consencus of opinion is that in numerous instances it is more feasible for an independent exhib to run a house because he is geared for this class of operation. Deals involving franchise arrangements, assuring the distributor-owner of representation in the theatres, stressed as particularly advantageous. Another angle emphasized was the value of a strong independent exhibitor element in the industry to combat adverse legislation.

Allied's Kinograms

Affiliation Remains Despite the Opposition to Project by Various Newspapers.

Washington — Despite Newspaper opposition to the Kinograms advertising reel, Allied States will not discard its interest in the project which it is sponsoring.

Abram Myers, president of Allied, declares that no attempt will be made to conceal the advertising, but the entertainment value of the reel will be paramount. Whatever advertising goes into the Kinograms reel will pass the censorship of a committee of independent exhibitors.

TALKIES WIN

Best for Education, a Survey Proves

Washington — The U. S. Commissioner of Education has issued its official report on the nationwide visual education test held here July 6 to 10. The pictures used in the test were prepared by Fox Films. The test showed that the boys and girls from practically every state in the Union answered correctly, on an average, 19 more questions out of 50 on each test after seeing the sound educational pictures than they did before. This is an average gain of 38 per cent. The only other test comparable to this one, but using silent films, was conducted in 1928 and showed an average gain of 19 per cent, thereby indicating that sound films are twice as effective as silents in educational work.

Even more startling figures are recorded when only the increase in knowledge is considered. These ranged from 42 per cent in the test on glaciers to 607 per cent in the test on Monarch Butterflies. The average gain on all five tests was 115 per cent. In other words, after seeing five pictures on five subjects for a total period of two hours and four minutes, the boys and girls knew more than twice as much about these subjects as they did before.

TO NEW POST

Oscar Hanson Has Two Canadian Jobs

Toronto — Oscar Hanson, who until recently headed the Allied-Kinograms newsreel, has been made managing director of British Gaumont Corp., of Canada. In addition to this position he will be general manager and secretary-treasurer of Community Theatres of Canada, an independent exhibitor co-operative. Hanson formerly was general sales manager for Tiffany.

Powell Film Oct. 10

Hollywood — William Powell's first picture for Warner Bros., "The Road to Singapore," by Roland Partwee and J. Grubb Alexander, will be released throughout the United States on October 10, it has just been announced. Warner Bros. are arranging a pre-release showing for a Broadway house, however. Prominent in the support of Mr. Powell in this drama of oriental setting will be Maion Marsh, Doris Kenyon, Alison Skipworth, A. E. Anson, Louis Calhern and Lumsden Hare.

U. A.-Fox Deal

New York—United Artists pictures will play in all Fox houses with the exception of those already contracted for solidly, according to a deal recently completed between Fox and United Artists.

5th Birthday

New York—Five years ago last week Vitaphone made its initial appearance before a somewhat skeptical public at the Warner Theatre here. The picture was "Don Juan," synchronized with music and sound effects. Although interest in the new development spread rapidly, it was not until Warner Brothers brought out "The Jazz Singer" that the future of the talking picture was assured.

Katz Sees Better Theatre Business

New York—A note of optimism is expressed in an article by Sam Katz, appearing in a special edition of "Publix Opinion." A general turn for the better is expressed by the circuit head, who says theatre conditions will be healthier within the next month.

Katz admits that subnormal product, bad weather, industrial depression and other adverse factors have been a blow to the picture business during the past year. But with better product and cooler weather on the way, results for the coming year should be most favorable, he points out.

PRICE CUTTING

Should be Regulated by Local Conditions

New York — Local conditions should regulate admission price cutting, according to Al Lichtman of United Artists. The problem cannot be dealt with on a general basis, he said. Good box office pictures is the best solution as the public will go to see them regardless of the price scale, he pointed out.

Released August 7

Hollywood—Helen Twelvetrees' latest RKO-Pathe starring vehicle, "A Woman of Experience," which had a pre-release run at the Mayfair on Broadway, was nationally released on Friday, August 7. William Bakewell is her leading man. Others in the cast are Lew Cody, Zasu Pitts, H. B. Warner, C. Henry Gordon, Franklin Pangborn, Nance O'Neil, George Fawcett, Bertha Mann, William Tooker, Alfred Hickman Edward Earle and Max Waizman.

July Dividends

New York — Dividends paid by motion picture companies in July amounted to $2,327,365, according to the Standard Statistics Company of New York. Total cash dividend payments made by domestic corporations i n July were $516,095,367.

Increase Attendance

With the Tr

SCOOT

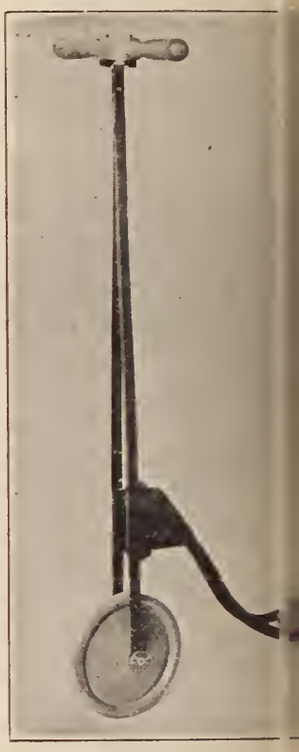
EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business. which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.



Wins Ki

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Or
Scooter-Ni

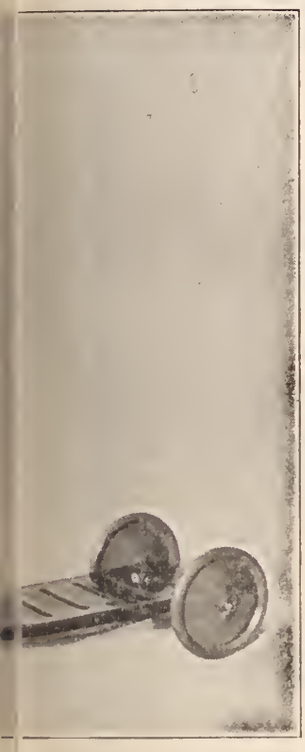
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The Steel Stamping Company

Factory, Lorain, Ohio

l and Proven

R-NITE



Sure-Fire Juvenile Trade Builder

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

n Sight!

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be at least for 24.
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would receive free
imprinted with thea-
$3.00 per thousand.
for two weeks only,
equired if Trailer is
urned to theatre on

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered)

_____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

Reseat Your Theatre Quickly

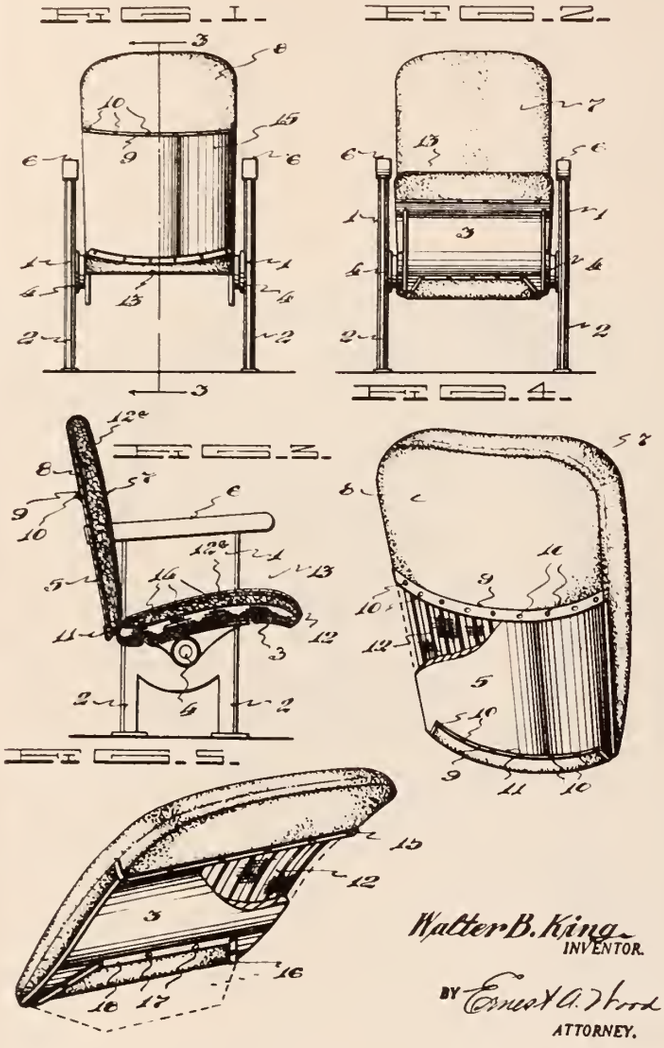


Diagram of King's Transform Seats and Backs showing the application of upholstery to the veneered chair.

with

KING'S TRANSFORM THEATRE SEATS *and* BACKS

at **$2.50** *per seat*

—giving the theatre owner a first-class upholstered chair at a saving of over $5.

UPHOLSTERED SEATING IS VITAL TO THE THEATRE!

—King Provides it at Great Saving.

Years ago the theatre program was short and veneered seats had their place in this business—but now the public refuses to sit two hours or more in a hard chair and exhibitors using veneered seating are losing considerable revenue because of long programs and hard seats.

Any theatre owner can install KING'S TRANSFORM Theatre Seats and Backs in about twenty minutes right onto their present veneered chairs without the slightest trouble. This upholstery is tailored and patterned to fit a given theatre seat perfectly. The result will positively be a first class upholstered opera chair.

Send King Studios one of your regular veneered seats and backs today, and they will send you transformed upholstered seat and back that will amaze you. If will cost you nothing and will not obligate you in any way to know just what KING is doing for the theatres, and can do for your theatre —in providing the alert exhibitor with first-class upholstered seating at a fraction of the factory cost.

If You Want Real Upholstered Chairs Here's Your Opportunity. Write Today.

KING STUDIOS, INC.

Designers, Decorators and Furnishers of Theatres Complete

2545 ELM STREET DALLAS, TEXAS

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . . EXHIBITORS THEMSELVES

COLUMBIA

Tol'able David, Richard Cromwell—Above average picture. Well acted.—George G. Baker, Strand, Britton, S. D.

Avenger, Buck Jones — A good production with a little different story angle than the usual line of pictures. Film in good condition.—Dick Wagner, Capitol Theatre, Sioux Falls, S. D.

FOX

Fair Warning, George O'Brien—Business fair. A good western and better than the average run of westerns. Weather hot.—Earl Somerville, Park, Raymond, Minn.

Charlie Chan Carries On, Warner Oland—Did not draw and did not please. Story hard to follow.—L. L. Levy, Iris, Kerens, Tex.

M-G-M

Remote Control, William Haines—Story silly, but work of players keeps fun up through it all. Haines and Polly Moran great.—L. L. Levy, Iris, Kerens, Tex.

Passion Flower, Kay Francis—Very high class. Pleased my crowd. Kay Francis, Miss Johnson and Bickel turned in fine roles, while kid was great.—L. L. Levy, Iris, Kerens, Tex.

PARAMOUNT

City Streets, Gary Cooper — Cooper and Sylvia Sidney great and Paul Lukas, Wynne Gibson and Wm. Boyd fine in support. Gangster story not liked, but acting makes it pleasing. They like Miss Sydney.—L. L. Levy, Iris, Kerens, Tex.

Gun Smoke, Richard Arlen—Great Saturday western. Too much killing to please the ladies. Mary Brian and William Boyd fine.—L. L. Levy, Iris, Kerens, Tex.

Love in the Suburbs—This is a two-reel comedy and did not please. Not a smile. — L. L. Levy, Iris, Kerens, Tex.

Sky Scrapers, Chester Conklin—Extra good. Conklin on a sky scraper brings lots of laughs and thrills.—L. L. Levy, Iris, Kerens, Tex.

PATHE

Her Man, Helen Twelvetrees—A real show and business good. Pleased 100 per cent.—Earl Somerville, Park, Raymond, Minn.

RADIO

The Royal Bed, Lowell Sherman—Business fair. A good picture that should please any audience. Played in rainy weather.—Earl Somerville, Park, Raymond, Minn.

Dixiana, Bebe Daniels—Business good. A real good show that pleased 100 per cent.—Earl Somerville, Park, Raymond, Minn.

Half Shot at Sunrise, Wheeler-Woolsey—A real good show. Business good. A picture that holds interest.—Earl Somerville, Park, Raymond, Minn.

Hook, Line and Sinker, Wheeler-Woolsey—Business good in hot weather. A real good comedy that will please all.—Earl Somerville, Park, Raymond, Minn.

STATE RIGHTS

The Lone Defender, Rin-Tin-Tin—A real good serial as good as any I have ever played. It will please. Earl Somerville, Park, Raymond, Minn.

TIFFANY

Fighting Through, Ken Maynard—Business fair, but weather was 102. A good western that will please all western fans.—Earl Somerville, Park, Raymond, Minn.

UNITED ARTISTS

One Heavenly Night, Evelyn Laye—Just a fair program picture, but better than average U. A. feature.—George G. Baker, Strand, Britton, S. D.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Business and Comment: _____

_____

_____ **Weather:** _____

Title _____

Star _____ **Producer** _____

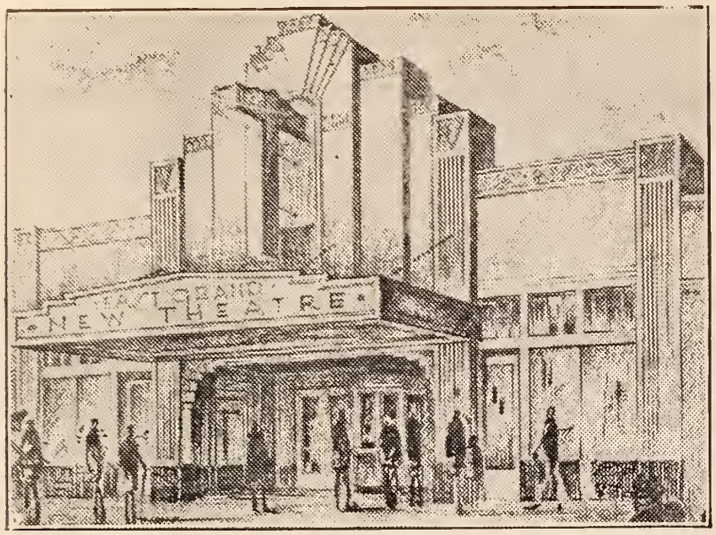
Business and Comment: _____

_____

_____ **Weather:** _____

City _____ **Theatre** _____

State _____ **Exhibitor** _____



Here is the architect's drawing of H. N. Jorgensen's East Grand Theatre, Dallas, as it will look after it is remodeled and its size doubled. Jorgenson will spend $25,000 in rebuilding the house.

EDUCATIONAL'S 6

Subjects on New Program to be Ready Soon

Hollywood—Six subjects on the new Educational program have been completed and scheduled for early release. Four new series will make their debuts, with "Honeymoon Trio," co-featuring Walter Catlett and Al St. John, introducing the Cameo Comedy group on August 30. "The Cannonball," the first of the Andy Clyde starring series, is scheduled for September 6 release. "The Trail of the Swordfish," the initial subject in Mack Sennett's Cannibals of the Deep Series, is also scheduled for September 6 release, while the Mack Sennett Featurettes group makes its bow with "I Surrender, Dear," featuring Bing Crosby, on September 13.

"The Tamale Vendor," the first in the 1931-32 series of Ideal Comedies, and featuring Tom Patricola, will be released on September 6.

"Canadian Capers" starts off the new series of Terry-Toons on August 23.

"Too Many Husbands," "Poker Widows," and "Speed," scheduled for August 30, September 13 and September 27 respectively, wind up the releases on the current Mack Sennett program.

Old-Time Comedian

Hollywood — Victor Potel, old-time comedian, has been added to the cast of "Selling Shorts," an RKO-Pathe comedy starring Louis John Bartels now being filmed at the Culver City studio under the direction of Harry Edwards. "Selling Shorts" is one of the Traveling Man series of comedies.

Oklahoma City Notes

Warner Bros. is celebrating its anniversary year by exhibiting "The Miracle Woman" at the Midwest with special vaudeville performances.

* * *

Al and Loie Bridge continue to draw big business at the Liberty, which is under the able management of Irvin Mirisch.

* * *

Pat McGee gave away a Ford car at the Criterion Theatre Tuesday evening, and both the theatre and the streets were crowded. A young lady had the good fortune to be able to drive the car home.

* * *

Tom Johnson has returned from New York and is assisting the Ramseys in the production of comic shorts in the Ramsey sunken gardens, Oklahoma City.

Re-opening

Theatres are opening up in many spots over the state. Some are new houses, some remodeled jobs and some have been dark for the summer. Independents are connected with practically all of them.

John H. Stahl, of New Braunfels, will soon open the Ritz Theatre in Pearsall, Texas, conducting the house as a civic proposition with local tie-ups and offering three programs a week. He plans to turn over the Palace in New Braunfels to his brother, while he moves to Pearsall to operate the new house.

Change Title

Hollywood — RKO-Radio Pictures' "Wine in the Blood" has become "Friends and Lovers." The film features Adolphe Menjou, Lily Damita, Erich von Stroheim and Laurence Oliver. Vic-

Attacks Publix

(Continued from page 3)

local Arcadia, were shaking the people down for 50 cents, and putting it on the kiddies for 15 cents; and, until a short time before, had been getting 60 cents at their evening shows. We predicted and promised the people of Ranger that we would cause them to lower their prices, and in a very short time the children's tickets were reduced to 10 cents. A little later, in February, the local management announced a reduction in prices to 35 cents top, to a 25-cent matinee.

The same company who owns and operates the local Arcadia, also owns and operates the Palace Theatre in Breckenridge. They show for the most part, the same pictures as offered here, in a theatre that does not represent anywhere near as much investment. For your information they still get 50 cents for their pictures in Breckenridge. A letter on file in our office from the Breckenridge Chamber of Commerce, says Publix has not reduced the prices of their theatre admissions the past year.

The Columbia and its management has no fight whatsoever to make on the Publix Corporation, who owns and operates the Arcadia, to the contrary, we have to admire them . . . or anyone else who can live in New York and make money in Ranger.

The point we are trying to make is merely that we have been of service to the people of Ranger. We have brought the price of pictures down to a fair price and without the Columbia it's almost a mortal ax that Publix would still be getting the "hot half" they are soaking the people of Breckenridge for.

We have enjoyed our first year in Ranger. Our theatre has enjoyed an excellent business and we have received hundreds of compliments on the class of entertainment we have offered. It is with just a little pride that we remind you of the fact that we were one of the first independent exhibitors in the South, operating in a Publix town to secure a Warner Bros.-First National & Vitaphone contract. Since last September we have held these contracts exclusively and but for us the people of Ranger would not have had an opportunity to see such outstanding productions as were released last year by these producing companies. Along this line we might add that we probably premiered more pictures last year than any theatre, regardless of size or location, in the State.

In conclusion we want to thank each and every person in Ranger who has ever patronized our theatre, and we want you to know that you are responsible for whatever little success we may have attained, and but for your patronage and good will it would have been impossible for us to have made a go of the Columbia, and at any time that we can be of service to you whatsoever, do not hesitate to command us.

In the coming year we pledge you that we will guard your theatre entertainment and its admission price as we have in the year just passed.

Yours very truly,
THE MANAGEMENT.

NEW KING JOBS

Studios Busy on Remodeling Work

A. A. Moulder, exhibitor in Sapulpa, Okla., for 18 years, now running the Empress, has secured the lease on the Criterion Theatre, closed for some time, which he will open about September 12 as one of the finest houses in that section of the country. The Criterion seats 1,200 and was built at a cost of $150,000. King Studios have been retained to decorate, remodel, furnish and correct the acoustics from front to back. This work started last Monday.

Mr. Moulder carries the nickname of "Speedy". He broadcasts once or twice a week over the radio with his Catfish band, and is one of the popular entertainers over that wave length.

King Studios have practically completed work on the Gem Theatre in Temple which will open September 1 under the ownership and direction of Ray Stinnett of Dallas. This is to be a complete King job with carpets, drapes, lighting fixtures, acoustical treatment and decoration. The house will open September 1.

King Studios also supplied draperies last week to a new independent house now going into Breckenridge.

Low Priced Quality Sound
WITH SMALL WEEKLY PAYMENTS
BESTONE COMPLETE SOUND-ON-FILM EQUIPMENT
Hundreds of exhibitors now using disc need wait no longer to install sound on film because BesTone is THE system for them. ALL A. C. OR BATTERY SETS.
Write or Wire for Complete Information Today!
J. O. FORD, Factory Representative.
BESTONE SOUND SYSTEMS
P. O. BOX 594 Phone: 9-3601 DALLAS, TEXAS

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

New Safety Device on Theatre Market

A new automatic fire prevention device known as the White Safety Control, Model Sc101, designed to detect any irregularity of the motion picture film in passing throuh the projector or sound mechanism, has been developed by the White Engineering Corp. of New York.

The control is designed to operate by first cutting off the light through the medium of the fire shutter. The machine projection is stopped by the interruption of the electrical current before any possible damage can occur to either film or mechanism. The device, it is declared, will detect any mechanical irregularity, such as binding of gears, freezing of shafts in bearings or other similar accidents that might occur during the operation of sound projection apparatus.

GIFT NOVELTY

Gold Decorated Quartz Sets Offered by Firm

Pyroloid Sales Co., manufacturers and distributors of dresserware sets used for premium performances, will soon put into production at their factory in Athol, Mass., another new novelty article for building theatre patronage. The gold decorated quartz sets recently introduced, the company announces, brought demand for further extension of the line to enable repeats of the gift night exploitation with other articles of feminine appeal at theatres which have established the stunt as an attraction.

Eight deals, with prices conforming with admission charged, no coupons and no split pieces, are now being offered by the company.

NEW UPHOLSTERY

Heywood-Wakefield Has New Product

A new upholstery, that is claimed to have withstood the most intensive and abusive tests known to science, has been adopted for use on all theatre chairs now being put out by the Heywood-Wakefield Co. of Boston.

The Fabrkoid will outwear all ordinary materials from four to six times, has a clean, dry feeling, sanitary surface, will not chip or crack, may be washed with soap and water and its acoustical properties are beyond approach, according to claims of the concern.

REDUCE HAZARD

Asbestos Screen Said to be Fire Proof

A new asbestos sound screen, manufactured by Keasbey & Mattison Company, of Ambler, Pa., seems to offer a solution to the much discussed problem of fireproof motion picture screens.

The Visibestone sound screen fabric is formed from threads of pure asbestos fibre. A special surfacing process is applied to increase the normal light reflection quality, resulting, the manufacturer claims, in a soft and even reflection of projected light, with unusual depth of vision, and elimination of distortion.

Being basically fireproof, the liability of fire and consequent panic in the theatre is greatly reduced, since there is nothing in the Visibestone screen to ignite or smoulder and give off poisonous fumes or noxious gases to alarm the audience.

The Visibestone sound screen is being distributed by National Theatre Supply Company and it has been approved by Electrical Research Products, Inc., for use with talking picture equipment.

LESS SERVICE

Masterphone Sets Require no Factory Men

The expense of having a factory service man continuously call on the theatre for inspection and servicing is being eliminated by the Masterphone Sound Corp. of Seattle, which has recently placed on the market a new alternating current operated sound apparatus requiring no batteries, battery charges or motor generator. E. M. Jensen manager of the Masterphone Corp., states that with all the new AC-operated sets in operation it has been proven that the service required has been less than 4 per cent of the previous service required on battery-operated equipment.

NEW GENERATOR

Replaces Storage Batteries in Theatres

A motor generator far replacing storage batteries in theatres, designed to supply low voltage current for the fields of loudspeakers and for exciter lamps of the sound equipment, has been developed and is being marketed by the Electric Specialty Co. of Stamford, Conn.

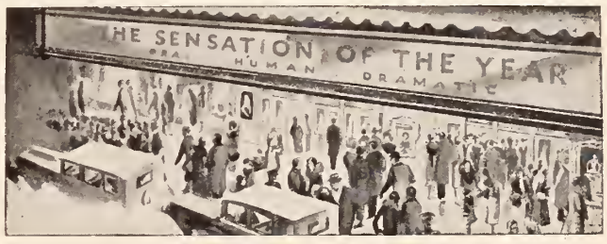
A filter system of the simplified type is used when power is supplied to the exciter lamps, it is declared, but filterers are not used with the horn fields. The machines may be connected in place of storage batteries and are furnished complete with filters when required.

Good Advice

Many theatre operators have found that by cleaning or resurfacing their screen it has brought it back to newness and made for better projection. Some of the screens now being used throughout the country contain in their makeup certain pigments and other materials known only to the manufacturer who produces them, and who logically is the only one able to decide what materials should be used for cleaning or resurfacing the particular type of screen he manufactures. If your screen is in need of cleaning, don't attempt to do it yourself. Without the advice of the manufacturer or the renovating house which makes a specialty of screen cleaning, you may totally run it.—From The Film Daily.

Aluminum Letters

Cast aluminum sign letters of light weight that can be dropped from any height without breaking, yet give distinct visibility and are easily read from every angle, are being offered by the Friedly-Voshardt Co. of Chicago.



RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.



Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres
General Offices: Grand Rapids, Michigan.
Branches in all Principal Cities.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

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Comments_____

Title_____
Star_____
Producer_____
Comments_____

Exhibitor's Name_____
House Name_____
Town_____
State_____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

300 VENEER SEATS reasonably priced. A. K. Company, 11 Winchester St., Boston, Mass. 8-11

500 VENEERED Theatre seats; complete stage rigging and scenery; two Powers machines. Standart, 13843 Woodward Avenue, Detroit, Mich. Longfellow 0468. 8-11

PHOTOTONE sound on film heads for Powers machines; unusual buy; $175 takes pair complete. New type Racon speakers, giant units, $79.50 each, including Exciter. Ten tube rack and panel amplifiers, good condition, cost $250, a bargain, $95. Wright-DeCoster speakers like new, $25; Wright-DeCoster horns $15. Synchronous turntables $29.50 each. New Vitadisc turntables, $35 each. Powers 6B with 6A stands; perfect condition, $97.50 each. Powers 6B with 6B stands, A-1 condition, $185. Good theatre chairs, $1.00 each. Public Address Service Company, 2024½ Commerce St., Dallas, Texas. 8-11

THEATRES FOR SALE

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

FULLY EQUIPPED sound theatre, dance hall and fountain; no competition. M. C. Towne, Winnett, Mont. 8-11

THEATRICAL PRINTING

1,000 4x9 Theatre Dodgers, $1.25; 500 5½x8½ Bond Letterheads, $1.25, prepaid. King Shopress, Warren, Ill. 8-11

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

POSITIONS WANTED

SOUND PROJECTIONIST—Highly experienced; go anywhere. B. F. White, 918 West 12th St., Dallas, Texas 8-11

HELP WANTED

REPRESENTATIVES WANTED—Every territory on the largest premium proposition ever offered to theatres. This proposition will be taken by every exhibitor. No investment on your part. Straight commission and exclusive territory offered. This has never been advertised before. All answers kept confidential. Give past selling experience, if any, and former connections. Capable men will make more money than anything offered in this line of business. Write L. J. Allison, c/o Weekly Film Review, 154 Walton St., Atlanta, Ga. 8-11

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POPCORN

BRAZILIAN SUNBURST POPCORN, yellow variety similar to South American; with no husks, hard centers. As much volume and a better flavor; 50 lb. bag, $3.75; 100 lb. bag, $7.50. Popping condition guaranteed. Send for sample. Douglas Co., Box D7631, Kansas City, Mo. 8-18

MISCELLANEOUS

RENEW YOUR CARPETS—We clean them on the floor. Start Saturday midnight; carpets cleaned and dry for Monday. Price 3c square foot. Roberts Products Co., 1010 Forbes St., Pittsburgh, Pa. 8-11

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

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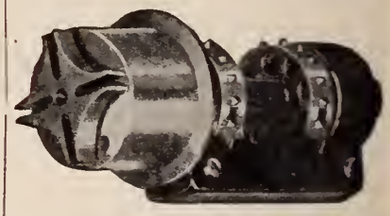
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Politics

M-G-M—73 Minutes

Cast: Marie Dressler, Polly Moran, Roscoe Ates, Karen Morely, William Bakewell, John Miljan, Joan Marsh, Tom McGuire, Kane Richmond, Mary Alden. Directed by Charles F. Riesner.

Here is a feature you can bill as being a good comedy and not disappoint your fans. The comedy is sensibly balanced with the dramatic moments and all-in-all it should please the most critical.

Of course, Marie Dressler is the big drawing card, but Roscoe Ates pulls the laughs in every scene in which he appears. In fact, Ates at times almost steals the show. Polly Moran is up to standard and the supporting cast was well selected.

The story concerns a town where politics are undermining law enforcement. When the mayor refuses to close up a dive, known as the Little Club, where a young girl is accidentally shot, the women of the town put Marie Dressler up for mayor. At the same time her daughter, who has been in love with a Little Club frequenter, hides the boy in the attic following a shooting scrape. When it is known that the character has been in hiding in Marie's house, her chances for election are dark, but everything turns out well and she wins the election.

An amusing sequence of the story is that in which the women of the town go on strike to force their husbands to vote for Marie. The men are obliged to take up the domestic duties of their wives.

"Politics" is good entertainment.—Steen.

SELLING SEATS: The stars are good drawing cards in themselves. Use billing of a political nature, asking your public to vote for Marie Dressler for mayor. With Roscoe Ates increasing his popularity, call attention to the fact that the stuttering artist has a prominent role in the picture.

The Magnificent Lie

Paramount—79 Minutes

Cast: Ruth Chatterton, Ralph Bellamy, Stuart Erwin, Francoise Rosay, Sam Hardy, Charles Boyer, Tyler Brooks, Tyrrell Davis, Jean Del Val. Directed by Berthold Viertel.

Miss Chatterton does not seem to fit into the part assigned her in this picture, although occasionally she arises above the story and gives new life to what otherwise would be a very mediocre film. Story starts in a hospital during the late war with a wounded soldier (Ralph Bellamy) falling in love with a French actress (Francoise Rosay). Some years later while at his lumber camp, he hears she is to appear in New Orleans and goes to see her. An attack of blindness comes over him and his pal (Stuart Erwin) gets a cabaret singer (Ruth Chatterton) to impersonate the great actress and visit him. He afterwards attends the cabaret and falls in love with the singer. She also falls for him and tells him how she has fooled him by impersonating the actress. In a fit of rage she drives him home and in a wreck of the auto his sight is miraculously restored with the usual happy ending.

There is nothing outstanding in the story, but the comedy relief furnished by Stuart Erwin helps out the entertainment value. Direction a bit weak in spots.—Southwell.

SELLING SEATS: Nothing much to help put this over except the star. Title lends itself well for various tie-ups with merchandise. Get high school pupils to write essays on "Are White Lies Ethical?"

Mother and Son

Monogram—68 Minutes

Cast: Clara Kimball Young, Bruce Warren, John Elliot, Mildred Golden, G. T. Wood, Ernest Hilliard. Directed by J. P. McCarty.

A story of Reno and the gaming table from the days of legalized gambling to the official closing and the reopening under the present conditions.

Clara Kimball Young, known to the gambling fraternity as Faro Lil, quits dealing with the coming of the law and uses her winnings to educate her only son. The stock market crash leaves her practically broke while her grown son is in love with the daughter of a stock pool manipulator responsible for her financial condition.

With gambling again legalized, she returns to the gambling hall in order to supply her son with the necessary cash. The manipulator of the pool, suspicious of her real identity, gives her the cold shoulder and succeeds in turning her own son against her. Caught in a stock market crash and forced to raise immediate funds, he takes a chance with his remaining capital at the gambling hall where he comes face to face with Faro Lil and loses his all. Realizing that she has evened the debt but lost the love of her son she decides to quit the game. The son returns to his mother, however, and all is well.

Clara Kimball Young gives a fine performance, the suspense element is well sustained, and it should prove popular entertainment—Warren Stokes.

SELLING SEATS: Bill it as the return to the screen of the ever popular Clara Kimball Young. Sponsor a "Mother and Son" night. Reno is a popular topic now, so use it in the billing.

Honeymoon Lane

Paramount—70 Minutes

Cast: Eddie Dowling, June Collyer, Raymond Hatton, Ray Dooley, Noah Beery, Mary Carr, Armand Kaliz, Adolph Milar, Gene Lewis, Lloyd Whitlock, George Kotsonaros, Corliss Palmer, Ethel Wales. Directed by William J. Craft.

For real entertainment here is a Dowling picture that is another success such as "Rainbow Man" was and is sure to click with any audience that likes its pictures brimful of varied entertainment from the sentimental to almost hysterical comedy situations. Eddie Dowling, as usual, radiates with his likeable personality and winsome smile.

To sum up the story tersely, Eddie, who is a card dealer for Noah Beery, owner of a gambling resort, is fired because he would not cheat in a card game and, anyway, Beery wanted to break up Eddie's romance with his pretty niece, June Collyer. Eddie goes to the Hope Springs hotel nearby, run by the motherly Mary Carr and becomes her manager. Eddie immediately goes to work to make the place attractive and advertises Mary Carr's delicious cherry pies. It isn't long before the King of Bulgravia arrives incognito. As soon as the guests at Beery's hotel hear about this they flock to Hope Springs and at last the place is on a paying basis with everybody happy but Beery.

The picture does not have the musical numbers that "Rainbow Man" had. It is only at the beginning and ending of the picture that Eddie sings the theme song, "Honeymoon Lane," which is such a catchy tune persons will be humming it for weeks. Ray Dooley, who in private life is Eddie's wife, helps furnish most of the laughs with her riotously funny antics. Known to the theatrical world as "the pint-sized vivacious and versatile comedienne" she is a scream in her role as the hotel flibbertigibbet. Raymond Hatton and George Kotsonaros play the parts of two side-splitting gangster dishwashers. The picture is crammed full of laughs and exploitation possibilities.—Jesse.

SELLING SEATS: Sell Eddie Dowling's winsome personality; sell the other names and above all play up the comedy. Advertise the street where your theatre is located as "Honeymoon Lane," using appropriate decorations. A special "Lovers" matinee should be profitable.

SHORT SUBJECTS

Be Big

M-G-M—23 Minutes

Hal Roach scores again! Even before the action starts the audience is in an uproar. Laurel and Hardy send their wives on ahead to Atlantic City and then the fun begins. The two comedians start dressing for a stag, to be thrown at a hunting club. Naturally, they must dress the part. Hardy tries to get a boot on his right foot; he finally succeeds only to find that he has Laurel's boots instead of his own. He then has one "h—l" of a time getting out of it.—Sam Brown.

No More Hooky

Paramount—10 Minutes

This short is one reel of mirth and Jazz in an ultra-modern school room. All the kids and the teacher do everything but their school work. They sing, dance and talk in sophisticated style, and the more peppy and jazzy they are the better the teacher likes them. Then enters Percy and he orates before the class why he doesn't go to class any more. The other kids laugh at him for being so old-fashioned and finally Percy gets into the sway of the rhythm and joins the others in their songs and dances of revelry. The Haig Trio is featured and they sure know how to do their stuff.—Jesse.

THE LAST WORD

THE FILM GROUP
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THE FIFTH ANNIVERSARY OF VITAPHONE

THIS past week, August 6 to be exact, marked the fifth anniversary of Vitaphone. On that memorable day five years ago the Warner Brothers introduced the first sound feature, "Don Juan," in the Warner Theatre in New York. That showing marked the beginning of a new era in the world of motion pictures. It was proclaimed throughout the universe.

There were many doubting Thomases, however, who declared that sound and talking pictures were but a passing novelty and predicted their early demise. The courage of the Warner Brothers did not diminish, however. They continued in their pioneering efforts. It is history how these four brothers gambled everything they had on their confidence in that something which all other producers had failed to see. That confidence plus hard work is the thing that made possible the perfected talking picture of the present day. The by-word of the industry soon became "sound is here to stay" and it resounded throughout the world. The progress made in the development of the talking screen since that first showing five years ago is nothing short of remarkable. It has been an astounding progress.

The industry will always remember the beginning of talking pictures as "the revolution of the industry." It was that, all right, but it was a change for the better; a change that has brought with it many benefits. It will go down in history that the Warner Brothers—Harry, Albert, Jack and the late Sam—gave to the world the remarkable development that brought to the peoples in the far-scattered corners, in the hamlets and the villages, the vision and voice of the great opera singers, the great musicians, the favorites of both stage and screen, kings and queens and princes and the natural "voice" of the far-away places that otherwise they could never enjoy.

The motion picture industry—the world, in fact—owes a tremendous debt of gratitude to the enterprising and courageous Warner Brothers.

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"I saw AN AMERICAN TRAGEDY last week. All the fine things the trade reviewers have said about it are too modest. It's a clean-up.

"I caught MURDER BY THE CLOCK at the New York Paramount. How that big audience went for it!

"I got confidential wires from Hollywood telling me HUCKLBERRY FINN will out-gross TOM SAWYER, SILENCE is the best melodrama in years and DAUGHTER OF THE DRAGON is a honey. With a special rave about the MARX BROTHERS in MONKEY BUSINESS.

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AUGUST 25, 1931
VOLUME VII NUMBER 24

MOTION PICTURE TIMES



A DISCUSSION ON THE MERITS OF "SKIPPY"

H. B. ROBB MOVES OUT HIS FURNITURE AND E. H. ROWLEY MOVES IN.

SHOULD EXHIBITORS CASH CHECKS ON THE STRENGTH OF SWEET TALK?

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Form San Angelo Union

New Body Presents Its Demands to Hughes-Franklin; Walkout Is Threatened.

The projection men in San Angelo, unorganized until last week, formed a local union in that city recently and Monday morning presented John Jones, city manager, with a contract for three houses demanding that it be signed that day or the operators would walk out at one o'clock, according to information received Tuesday from the Hughes-Franklin district office in Dallas. That was the first notice the circuit received that a projectionists' union existed in San Angelo, it is claimed.

The three houses there had been using five operators, the new contract calling for more, it is said.

Declining to meet the new situation, Jones communicated with the Dallas office, and non-union men were speeded westward. Tommy Woods, maintenance man for the circuit, is also an operator, and his services were enlisted.

Johnny Jones, city manager and partner in the San Angelo houses, mounted one of the booths, and played an important part in preventing threatened darkness of his theatres.

The situation at the hour this goes to press was undetermined. It could not be learned in Dallas as to whether or not an agreement was reached with the infant local or if open-shop plans were adopted.

Robb Moves Out; Rowley in Charge

Of Hughes-Franklin in Southwest; Some Denial of Five-Year Contract with H-F.

There was no idle rumor in connection with the report that H. B. Robb, southwestern divisional comanager of the Hughes-Franklin chain, had sent in his resignation by wire. He did just that and quit. His office is now located at 2009½ Jackson street where the door carries a sign R. & R. Theatres, Inc., and where D. Bernbaum and W. G. Underwood, former R. & R. chain officials, now have their private offices.

Robb's personal effects arranged in the first of four private offices in the H-F headquarters, which was his office, have been moved out and the desk furniture, exact mates to that used by E. H. Rowley, has been transferred to a rear office.

The report that Robb was under a five-year contract to Hughes-

(Continued on page 8)

Hansard-Daniels

Sole Owners of Plaza Theatre Opened Recently in Breckenridge, Texas.

Independent theatres continue to dot the horizon in the Southwest, among the latest being the Plaza in Breckenridge, recently reopened by R. L. Hansard and C. V. Daniels, in opposition to Publix with the Palace.

In MOTION PICTURE TIMES of August 11, it was said that B. E. Garner, of the Columbia Theatre in Ranger, now conducting a public fight against Publix, was interested, with associates, in opening the Breckenridge house. Unless our hearing was on the bum for the moment, Garner made this statement while in Dallas recently, adding that he had al-

(Continued on page 8)

Miracle!!

W. R. Holcombe, operating the Victory Theatre at Carthage, celebrated his thirteenth year in small-town theatre business recently. In this span of season he says he has not experienced a single instance of serious trouble or misunderstanding in his many dealings with distributors. He has always been able to settle grievances with exchanges by the man-to-man route, he said.

Holcombe's name has never been called before a film board or arbitration board session, so far as he knows, in cases either for or against him. He deplores the fact that so many exhibitors have trouble in trading with exchanges and feels that the film business should and could be conducted on as high a plane of equity as any other business with a little more effort by both parties to this end.

The Carthage exhibitor was in town Monday and Tuesday getting ahead on his bookings and investigating sound-on-film equipment.

Install Equipment

The Star Theatre at Teague, Texas, operated by Mr. and Mrs. H. H. Covington, will install two new Simplex projectors, and the Grand at Corsicana, soon to be opened by C. J. Musselman, will also install Simplex machines, both buys having been made recently from National Theatre Supply Company. The Musselman sale included all booth equipment, screen, chairs, etc.

Merits of "Skippy"

By V. W. CRISP, Editor

WITHIN the past year the trade became acutely conscious that the then current vogue of talking pictures offered little or no entertainment for the kids and the plan was set on foot to build pictures that would reattract this class of business.

Numerous attempts were made by producers through a period of months but about the first picture that really hit the bull's eye was "Skippy," with other good kid attractions following immediately.

Judges of box-office values in this business, including many showmen and distributors, were of the unanimous opinion that "Skippy" filled the bill for its purpose. Besides being a good kid's picture it was also a good adult attraction, which made it all the more valuable.

Newspaper critics were positive in their opinion that "Skippy" was a superb attraction, well done in all its

(Continued on page 5)

Ritz Contract

Some interest is being shown as to the settlement of difficulties now prevalent between H-F executives and the Dallas local over the number of operators to man the Ritz booth on Elm street. The circuit is holding out for two men while the union wants more than that. The question will likely be settled by September 1, it is believed.

ALONG FILM ROW

If there are any other exhibitors inclined toward the practice of law, the Dallas Film Row now offers a course in legal training. The Jefferson University, including a school of law, has opened on Harwood, just across Jackson from the Film building. It's an opportunity for those exhibitors who believe they need to know the law in signing film contracts.

* * *

E. J. Callahan, of Crockett, arrived on the Row Monday for personal contact with the market which he enters into every thirty days.

* * *

Pete the Sap, film exchange restaurant proprietor, is changing up the diet in order to extract more shekels from the trade. He spent a good deal of money installing a large electric ice display box in the front wall of the building in which sea foods of all varieties will be carried.

* * *

L. C. Baxley, Universal branch manager in San Antonio, visited Bob McIlheran, manager of the Dallas office, over the week-end.

* * *

R. Z. Glass, of Public Address Service Company, Dallas, is making an extended business trip through South Texas next week.

* * *

Mr. and Mrs. Ross Dixon and son, Ross, Jr., spent the week-end in Colorado, Texas, visiting relatives and looking over the Palace and Ritz Theatres there which they own.

* * *

"It's going to be a tough winter," Harold Robb said Tuesday morning following a hunting and fishing trip to south Texas and the coast. Robb is now on the unemployment list with a cool million and a half, more or less, to his credit. Gene Paschall, Doak Roberts, Jack Pickens and Pete the Sap were on the expedition. One in the party shot Pete's hat off and a tarpon slapped Doak in the jaw as it hurdled his boat. Fishing was good that day and many white wings were slaughtered on the way back to Dallas.

O. C. Easter, enterprising manager of the Peak, Dallas neighborhood house, was deprived of his new Ford a few hours Monday. The vehicle was parked in front of his home at about in the afternoon and someone in the market for tires allegedly drove off in the vehicle, as it was found a few hours later seven blocks from home and stripped of its rubber. The insurance company will foot the bill in this case, but film men and exhibitors who don't carry their insurance should always take off their tires before parking tires in front of their homes.

* * *

J. I. Roberts, general manager of National Theatre Supply Company in New York, spent several days in Dallas this week on a tour of branch offices. J. I. has recently become papa and appeared here in high spirits. Glad to be back in Dallas, he said, but not quite ready to move back yet, he added.

* * *

Cliff Lindsey, Lubbock exhibitor, made the Row Tuesday after an absence of several months.

* * *

B. C. Gibson, one of the ace film salesmen out of Dallas, completed a four-weeks' trip recently in which he closed 16 contracts for the new Universal product. Gibson has the reputation for selling lots of business at good prices.

* * *

Roy Sachs, former shorts booker in the RKO-Pathe office, has been promoted to the feature desk taking the job vacated by Ralph Lowman who bought the M. S. White Poster Exchange. C. M. Miller, who quit booking several years ago to enter the tire business, has come back to take Sachs' vacancy. Both have brothers well along in the business. Harry Sachs being one, district booker for Publix; and W. S. Miller, the other, office manager for Fox.

* * *

All has been quiet on the copyright front for the past fortnight. The Dallas headquarters have been locked up for several days, but information has leaked out that activities soon will start up again.

Harold Groves, district manager of the Bureau, has gone to Cleveland, Ohio, to spend his vacation in the old home town. His office force seems to be vacationing, also, but it may be they are out checking theatres again.

* * *

Mr. and Mrs. Don C. Douglas drove onto Jackson street Monday morning after a vacation trip through west Texas, stopping off at their favorite camping spot in New Braunfels. In Uvalde they visited friends and relatives and looked over the Strand and Ritz Theatres, for which Don books, and in which he is interested.

* * *

C. A. Stimson, sales manager for Action Pictures, Inc., was in Dallas this week calling on independent exchanges with 24 action melodramas which his company is producing this year. He was formerly vice-president of Big 4, and is a brother of Dr. H. M. Doolittle, one of the leading physicians and surgeons in Dallas.

* * *

L. B. Rust, manager of the Allied Film Exchange in Dallas, has returned from a vacation trip through south and east Texas.

* * *

Miss Emajo Hamilton is a new recruit in the Allied Exchange, working for L. B. Rust, manager of the office. She formerly was a stenographer in the Publix general office. Just too bad we don't print a beauty page.

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SOUND SALES O. K.

Universal Equipment Is Selling Rapidly

Corresponding with a volume of sales and installations now going on over the nation the Photo-Talker Company in Dallas reports a brisk revival of sales and installations of Universal sound-on-film all A. C. equipment. Last week sales were made to C. J. Musselman for the Grand at Corsicana and to W. M. Wade, of the Angus at San Augustine.

This week complete Universal sales were closed with the Louisiana State Teacher College at Natchitoches, La., the Star Theatre at Teague, operated by Mr. and Mrs. H. H. Covington, and the Lone Star Theatre at Jasper, operated by Mr. and Mrs. Jack Lewis.

The Louisiana school bought an A. C. job on the strength of the Universal which has been operating in the North Texas State Teacher College in Denton for nearly two years; the Teague installation is all A. C., replacing a Universal battery set, and the Jasper installation is a battery system replacing Phototalker disc.

"Gate Crashers"

Hollywood — The crashing of studio gates is not only the cherished ambition of would-be stars. Even birds of the air want to take a flier in flickerdom, it was learned at the Paramount studios when three homing pigeons became mixed in their directions and fluttered into the entrance housing the information desk.

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Check "Artist" at Work in Territory

For a long time it has been a custom for exhibitors to cash checks for salesmen and those otherwise well identified in the trade and this custom is as it should be. Why shouldn't such relations exist in a business where distributors, salesmen and exhibitors are linked so closely together?

It is quite true that exhibitors have experienced some loss and some inconvenience in cashing checks for parties established in the business, but in most cases these checks were sooner or later made good even if the branch exchanges had to make them good.

But why should an exhibitor cash a check for a smooth-talking individual he doesn't know because said individual had a slick line of chatter and because he knew certain people in this business whom the exhibitor also knew?

We refer here to a letter which follows from a prominent Oklahoma exhibitor in which he cashed a check for a party well known to the Dallas market. This individual said that he was working for MOTION PICTURE TIMES, etc., etc., that he was on his vacation and that he knew personally all the important men on the Dallas market.

Here is the letter:

MOTION PICTURE TIMES,
Dallas, Texas.

Gentlemen: About ten days ago I cashed a check for (name of person) who represented himself as being with your firm. He told me his car had broken down and he must have enough to get to Dallas on. Would you please advise me if you know anything of him. He is about 36 years old, wearing glasses and weight about 170 pounds. He knew several people in Dallas whom I know. Seemed very familiar with all the film men of Dallas. I am writing the Dallas police asking that they arrest him, but thought you might be able to help me locate him. Please advise me if you know him. Very truly yours,

L. R. Creason.

Previous to this alleged transaction the party referred to passed through Denison, Texas, and talked B. Legg of the Superba Theatre into the idea of giving him $2 in cash in return for an I O U slip with the information that the MOTION PICTURE TIMES office in Dallas would reimburse the exhibitor on his next trip to Dallas, all of which of course was malicious "baloney". This I O U expert had not been connected with the TIMES since it was bought by Associated Publications more than four years ago.

In short, exhibitors should cash checks for those whom they are sure are in position to have the checks honored and at no time should they cash checks on the strength of sweet talk alone. Furthermore, V. W. Crisp in Dallas, is the only authorized representative of MOTION PICTURE TIMES for Texas, Oklahoma and Arkansas.

ACTION STAR HERE

Buffalo Bill, Jr., Visits Dallas Film Row

Buffalo Bill, Jr., one of the screen's handsome cowboy stars, put in his appearance in Dallas last week with Gene Marcus, president of West Coast Studios, calling on Jack K. Adams, president of the Allied exchanges handling the new Buffalo Bill series of westerns this season.

Bill broke his leg in his last picture "Riders of the Golden Gulch," and limped noticeably. He will make a personal appearance in Houston for three days and then go to New York making appearances in Atlanta, Charlotte and Washington and other cities on the way.

Worsley Resigns

J. F. Worsley, long-time screen trailer representative, has resigned from National Screen Service with whom he has been connected as representative of Advance Trailer Service Corp. and Master Arts Products Corp., National subsidiaries. Worsley has made a new connection, it is said.

Why Worry With Discs?
WHEN
X-CELL
SOUND-ON-FILM EQUIPMENT
Is Guaranteed to Reproduce Satisfaction in Your Theatre.
Ask Other Users!
A small down payment and small weekly payments will install the latest AC operated sound-on-film equipment in your theatre.
No Head Amplifiers
No Batteries or Chargers
No service or rental charge.
X-Cells guaranteed for 1 year
Reasonable Price
Reproduction equal to high priced equipment.
INVESTIGATE NOW!
CALL OR WRITE
Public Address Service Co.
2024½ Commerce St. Dallas

Merits of "Skippy"

(Continued from page 3)

phases and a picture that became immediately established as to box-office values.

The Dallas Morning News said: "We thought that if ever there was an exceptional picture it was 'Skippy'. It was the film industry's answer to its critics. It was the sexless picture designed cunningly to interest grown-ups and to interest children."

But you can't please them all. Below is part of an editorial from a church weekly published in Philadelphia:

"We saw 'Skippy,' which is making its appeal to children. To us, it was not funny and it was utterly wrong in its general philosophy, and also presented a sickly sentimentalism on the part of silly parents. It was harmful in quite another way. When respectable people positively refuse to patronize these evil and cheap pictures, the movie manager will change their selections. At no place is that great industry more sensitive than in the box-office."

The industry must always cater to the great majority. Showmen were quick to recognize the value of "Skippy," therefore, an occasional negative opinion from the minority means little.

Buffalo Air Washers
and Distributing Units
BUFFALO ENGINEERING CO., INC.
311 S. Harwood St. George W. Thornton, General Manager
Complete Satisfaction
Good Results
Assured Performance
and no worry go with
every Buffalo installation.
Dallas, Texas

Protest Meeting Date Set

5-5-5 CONTRACT ADOPTED

Hits Ten-Cent Plan

HI-LITES IN THE WEEK'S NEWS

Universal has added Publix to its big circuit deals. Other major circuits that have contracted for Universal product are Warner Bros., RKO and Paramount-Publix of Canada.

Ten Fox publicity men have resigned from Wampas because of the failure of the organization to include a Fox player in the Wampas "baby star" group.

Box office flops are blamed on to Wall Street by Ben Berger, of the Northwest Allied group, who says the bankers' determination to dictate to producers are ruining production.

Universal has not exercised its option on John Boles. Failure to agree on a guarantee for the star is said to be the cause for the split.

Warners turned in a record volume of business last week, according to Claude Ezell, eastern sales manager. Deals that had been pending for several months were closed which means millions in revenue for the company, Ezell said.

A series of 12 "Screen Tid Bits" composed of jokes gleaned from magazines and spoken by prominent players is being produced by Robert Bruce Coleman of Visucolor.

According to information coming from France, Charlie Chaplin may produce two features and eight shorts next season.

A national conference to be held in New York October 26 for the purpose of revising the anti-trust laws is being sponsored by New York University.

Publix is understood to have discarded localized product buying. Hereafter all deals will be made by home office executives in New York.

Allied Attacks Plan of Distributors Who Refuse to Sell to Low-Scale Theatres.

Washington — Refusal of certain distributors to sell product to houses charging 10-cent admissions is attacked by Allied States in a bulletin sent out by the organization last week. The notice reads:

"A serious consequence of the present selling policies of certain distributors is that, having sold to a first run in a given locality on a high percentage basis, their interest in that locality narrows down to protecting the first run.

"This has resulted in unreasonable protection both as regards time and distance, in requirements that subsequent runs raise their admission prices, and in downright refusals to sell to the subsequent runs.

"This association is in receipt of a communication from one large distributor stating flatly that it is not interested in selling to theatres charging ten cents admission.

"This policy if generally followed will take motion pictures out of the reach of millions of our people, including most of the children, at a time when low cost entertainment is most needed.

"A ten cent grind policy in normal times may tend to cheapen the business in some localities; but motion pictures attained their present greatness as 'the peoples' entertainment,' and to take the pictures out of the reach of the people in times of industrial depression and unemployment is economic folly."

NOT A BOYCOTT

Allied Says Analysis Is for Members' Benefit

Washington — Allied States is not urging a boycott in its analysis of each distributor's contract, the organization declares. In reply to inquiries from producers, Allied says it is merely analyzing the various contracts and is informing the individual members of the survey's results, letting each exhibitor do as he pleases in regard to product buying.

Distributors Accept Approved Pact at Session Held in 1930; to Start In April.

New York—The much-discussed standard exhibition contract which was drawn up and approved by the 5-5-5 conference delegates in 1930 was adopted by the distributors last Thursday.

The agreement made by the sales managers, who met at the Hays office to discuss the new contract, gives the exhibitor the option of buying pictures under the 5-5-5 contract or the individual company agreements now in use.

It is probable that general use of the new contract will get under way for the selling season of 1932-33, which starts in April of next year. The method for its application has not been determined but a committee of distributors has been appointed to work out this angle. It is possible that exhibitors who have signed for new product on individual contracts will be permitted to switch over to the uniform pact. The decision on this matter, however, is optional and will meet with difficulties only where opposition contracts for new product in the same zone may intervene.

It is believed in distributor circles that the new selling season is too far advanced to put the contract in work this season. It is probable that actual operation of the 5-5-5 agreement will begin next April.

Further meetings of the 5-5-5 committee are not likely unless they are requested by either Allied or M. P. T. O. A.

BIG GET-TOGETHER

Advocated by Comerford to Honor Washington

New York—M. E. Comerford and other officials of the M. P. T. O. A. are advocating that the next convention of that organization be held in February, making it a big get-together meeting commemorative of the 200th anniversary of the birth of George Washington. "The convention should be held at a place where the great force of our screen power will be expressed best in the work of advancing and developing all lines of action which will help government and people most," says Mr. Comerford.

For September 1 in New York; M-G-M, Fox and Score Charges to be Discussed.

New York—The "national protest meeting", sponsored by the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware, will be held at the Hotel Astor here on September 1. Twenty-one exhibitor associations in different parts of the country have announced that they will have representatives at the sessions.

The principal reason for the meeting is said to be the sales policies and contracts issued by Metro-Goldwyn-Mayer. However, it is understood that Fox will come in for some attacks, while the general subject of score charges also will be included in the course of the meetings.

M. A. Lightman, M. P. T. O. A. president, and Abram Myers, head of Allied, have pledged their support at the meeting. Myers will attend in person.

According to a bulletin sent out by the sponsors, "plenty of fireworks are assured with rumors of a bombshell to be exploded which may be felt in Hollywood. Details at present are lacking, but it is pretty certain that an attempt will be made to enlist public support in the movement".

The convention is to be non-partisan in character and is open to all independent theatre men.

"U" ADDS 14

Westerns and Melodramas on New List

New York—Fourteen features have been added to Universal's schedule of 34 pictures for the 1931-32 season. The new group will include six westerns and eight action melodramas, each with a maximum production cost of $100,000.

"The Last Ride" is the first of the westerns to be completed. The original schedule of 26 features and eight Tom Mix pictures stands with the substitution of "Twenty Grand" for "Lillies of Broadway" and the replacing of "Baby-Face Gangster" with "O Promise Me."

Seven dramas have been produced with the Tom Mix features scheduled to go into production October 15. Five pictures are in making at Universal City now.

START AIR FILMS

Hughes' Productions Under Way Soon

Hollywood—Production on Howard Hughes' "Sky Devils," aviation comedy, will be resumed September 1, under direction of Edward Sutherland.

The original cast, which includes Spencer Tracy, George Cooper and Sidney Toler, plus a new leading lady, to be chosen soon, will be featured in the renewed version of the sky film.

"Cock Of The Air," another original air story, will go into production at the same time, under the supervision of Lewis Milestone, and with Tom Buckingham at the megaphone.

Billie Dove, who has just completed her first picture for Howard Hughes, "The Age For Love," and who recently learned to pilot a plane, will play the leading role in the new air film.

Belle Bennett Cast

Hollywood—Belle Bennett, noted character actress of the screen, has been selected to play one of the leading roles in support of Eddie Quillan in the young star's next production, yet untitled.

SIGNS GLENNON

To Make Melodrama for Monogram

Hollywood — Trem Carr, vice-president of production for Monogram Pictures Corporation, announced the signing of Bert Glennon to direct "In line of Duty," for which he has also signed Noah Beery, Betty Bronson, James Murray and Frances McDonald as the principal players. It is the third melodrama on the Monogram program, "Mother and Son" and "Ships of Hate" having already been completed.

Ann's First

Hollywood — Ann Harding has completed "Devotion," the first of the four starring vehicles in which RKO-Pathe will present her during the new season. The story is an adaptation by Horace Jackson of a Pamela Wynne novel, directed by Robert Milton.

Final Title

Hollywood — "The Gay Diplomat" is to be the final and definite title for the Radio Picture which will feature Ivan Lebedeff with Betty Compson, Genevieve Tobin and Ilka Chase in a tale of European royal intrigue. Former titles were "The Woman Pursued" and "Kisses by Command."

New Equipment Co. to Have 2,400 Dealers

New York—A newly-organized equipment company, known as the Arc Products Corp., has opened headquarters here. The organization plans to have 2,400 dealers, served by 50 regional distributors, handling its line of products. The company has been chartered in Delaware, with authorized capital of 500,000 shares, to engage in the manufacture as well as distribution of equipment, which includes the Vocolor low-price sound camera and projector for 16 mm. or color films, Univox switchboard speaker system, and other devices.

It is also planned to establish a circulating film library for distribution of pictures for amusement and educational purposes. The company estimates an approximate gross retail volume of about $54,000,000 a year.

H. W. Arnold, formerly vice-president and general manager of Delco Light Co., division of General Motors, is president and general manager of the new company. Other officers are: H. C. Annable, executive vice-president; Frederick T. O'Grady, chief engineer; John Grinwis, treasurer; Bennett Bates, advertising manager; Clifford L. Ewing, secretary; A. F. Bjorkman, superintendent of production, and John C. Messer, assistant advertising manager.

WIDE DESTINATIONS

Hall & Connolly Lamps to Varied Places

New York—Eleven Hall & Connolly lamps, which recently left New York, were bound for widely separated destinations.

Four of the travelers were HC-4's, which were taken by the International Projector Corporation, for export.

Five others were FR-10's, of which two went to the Arco Electric Company, of New York, for shipment to Rohlig & Co. of Bremerhaven, Germany; two others to National Cash Register Company, of Dayton, Ohio, while the fifth landed with Donaldson Litho Co. at Newport, Ky.

The remaining pair consisted of EF-4 Spots, for the Stanley Theatre, Pittsburgh, and Wilshire-Western Theatres, Los Angeles, respectively.



Illustrating two reasonably priced theatre patterns which enjoy wide popularity among theatre owners. Come in and examine the new samples, or ask the National Salesman to bring them out and quote you prices.

Theatre CARPET

DISTINCTIVE PATTERNS at REASONABLE PRICES

Now is the time to re-carpet your theatre! Prices were never lower than right now and a wider choice of alluring fabrics never existed than you will find at your National Branch. National has made a most favorable contract with the Country's largest mills and as usual will share the economy with its customers. You can now buy Nathco Carpets, distinctively theatrical in pattern, from National at better prices than you can secure elsewhere, with the added assurance of dependable quality and reliable installation. Before you buy carpets, be safe, and find out what National has to offer.

THE MARK OF TRUE ECONOMY

NATIONAL THEATRE SUPPLY COMPANY

306 S. Harwood St., Dallas, Texas 516 W. Grand, Oklahoma City, Okla.
400 S. Second St., Memphis, Tenn.

Robb-Rowley Change

(Continued from page 3)

Franklin for his personal service has been denied in some quarters. It is said that Rowley is under a five-year contract but that Robb did not sign this agreement. He probably wouldn't say whether he did or not if he were here at this time.

It is understood that E. H. Rowley will be sole director of H-F activities in the Southwest, handling Robb's work in connection with his own. So far as is known the Los Angeles home office will send in no new material to take his place.

Dick Dickson, general purchasing agent, is in Dallas temporarily in connection with remodeling of the Ritz and other matters.

BEADED SCREEN

Distribution Centers Are Determined

R. Z. Glass, of Public Address Service Company at Dallas, announces that the distribution of Beaded Screen Corp. products has been limited to his company, Allied Theatre Owners in Dallas and the Independent Theatre Supply Company in Houston. The Superlite, Vocalite, Chromolite and Silverlite sound screens make up the group now offered.

INSTALL BLOWER

Stinnett Buys Largest Size Fan

One of the largest size Buffalo blowers, or distributing units, made for theatres, is is now being installed in the Gem at Temple which Ray Stinnett will reopen about September 1. An air washer unit, to match the big blower, will be installed later. The sale was made by Buffalo Engineering Company.

The Gem will also have new upholstered seats purchased from Bickley Bros., the house having only a total capacity of 400, it is said. A large electric sign will also be installed.

King Studios are doing all decoration, furnishing and acoustical correction work, in a thorough remodeling scheme now practically completed.

Redecorating

Miss Blanche Cutler, operator of the Oak Lawn Theatre in Dallas, made a business trip to Oklahoma City this week where she owns a theatre under lease to Griffith Amusement Co. She is doing a good business at the Oak Lawn since taking the house over several weeks ago.

The Economical Quality Sound
BESTONE
Sound-On-Film Complete
ALL A.C. OR BATTERY EQUIPMENT
Phone, Write or Wire for Complete Information Today!
J. O. FORD, Factory Representative.
BESTONE SALES COMPANY
P. O. BOX 594 Phone: 9-3601 DALLAS, TEXAS

Hansard - Daniels

(Continued from page 3)

ready purchased sound equipment. Whether or not Garner was figuring on another house in Breckenridge, was not clear.

At any rate, Hansard and Daniels read the issue, and the article also was called to their attention by the Publix manager in Breckenridge for the reason that the Plaza was advertised as a home-owned theatre and Garner lived in Ranger.

Hansard and Daniels do not wish or intend to battle with Publix, but prefer to go after business on the peaceable route. In view of Garner's newspaper campaign denouncing Publix in Ranger, they wish to have the situatio ncleared up. They sent MOTION PICTURE TIMES a lengthy telegram saying "no outside parties have invested five cents in this theatre."

Hansard and Daniels are both union operators and worked together in the same booth for Dent and Publix. They were heads of the Breckenridge union which took in Abilene, Ranger and other towns. After nine years in the booth they have launched into theatre operation in their own right and are making a go of it. Hansard was in town Monday and said the opening week's business was satisfactory. Fostering the "buy now" movement he wrote out a check for $2 for the Times.

FIVE MORE
UNIVERSAL
SALES IN TEN DAYS OUT-DISTANCES
ALL OTHER MAKES COMBINED.

— NOW —
ALL A. C.
OPERATED.

--- NO ---
Batteries
Chargers
Head Amplifiers

Louisiana State Teacher College
NACHITOCHES, LA.
Grand Theatre
CORSICANA
Lone Star Theatre
JASPER
Star Theatre
TEAGUE
Angus Theatre
SAN AUGUSTINE

—FULLY—
LICENSED
and protected from Patent Infringements.
Fully Guaranteed

BOUGHT UNIVERSAL BECAUSE IT'S THE BEST BUY!

"Fair Treatment and Adequate Service Always"
THE PHOTO-TALKER CO.
313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

Coming!

to pack thousands of theatres

RICHARD TALMADGE

"ACE" of Screen Daredevils in the 3rd. of his smashing "ACTION SIX"

"SCAREHEADS"

The highest powered Newspaper melo-drama since "FRONT PAGE" the picture that mopped up



RICHARD TALMADGE takes this space to congratulate Howard Hughes on the smashing success of his sensational newspaper melodrama, "The Front Page." Although "Scareheads," Talmadge's smash newspaper drama, was scheduled for production long ago, Mr. Hughes beat us to it and we are glad he did for this great picture proved that millions of fans will pack thousands of theatres to see a great picture, depression or no depression.

"SCAREHEADS," the third of Talmadge's high powered "Action Six," is Talmadge's best to date. It gives the "Ace" of screen daredevils the big chance to do his stuff not duplicated by any Star in pictures today. Power, speed, action, punch describe "SCAREHEADS," and presents the famous "Dick" at his best, in the kind of a story and the kind of entertainment millions will applaud and hugely enjoy. High powered advertising and exploitation backs up this latest Talmadge release. GET A COPY OF THE SMASH PRESS BOOK NOW.

DO IT NOW
Get a copy of the Big Time Advertising and Exploitation
CAMPAIGN BOOK
that shows you how to mop up with "Scareheads"

RICHARD TALMADGE PRODUCTIONS, INC.—Universal City, Calif.

Book, Boost and Clean up with TALMADGE'S ACTION SIX

Increase Attendance

With the Tri

SCOOTE

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business. which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.



Wins Kid

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Or
Scooter-Nit

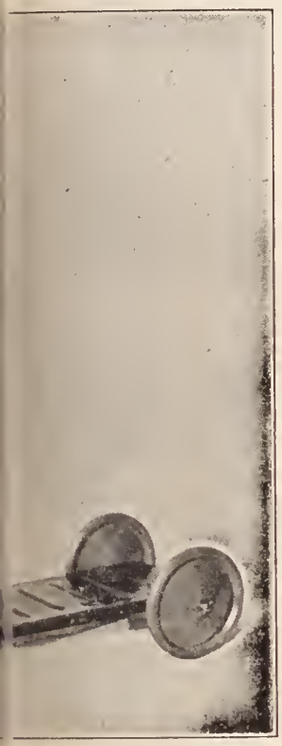
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thus on minimum or
96 Record Cards. H
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A 120-ft. Trailer is
and a deposit of $3.
desired. This deposi
return of Trailer.

The Steel Stamping Company

Factory, Lorain, Ohio

! and Proven

R-NITE



Sure-Fire Juvenile Trade Builder

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

n Sight!

or
an

24 Scooters. You
r you may require,
e at least for 24.
ee, imprinted with
h Scooter ordered;
would receive free
nprinted with thea-
$3.00 per thousand.
or two weeks only,
quired if Trailer is
rned to theatre on

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered)

_____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired and send $3.00 deposit which will be refunded on return of trailer.**

THIS WEEK *in* HOLLYWOOD



By JOE BLAIR
Studio Representative,
Associated Publications, Inc

SEPTEMBER looms up as a month of intense production activity for Hollywood. Every studio seem sto be striving for an improvement in its product. The situation of continued poor pictures has partially awakened some of the executives to the importance of their jobs. It is too bad that exhibitors must continually suffer financial losses because Hollywood's intelligencia has gone haywire on picture making.

Literally, millions have forsaken the cinema for their amusement needs, owing to pictures that do not entertain. Bear in mind it will take months of uninterrupted runs of good pictures to win this class of patrons back into the theatres.

One way exhibitors could help to improve the situation, I believe, would be to write a letter to the president of every film producing organization, demanding housecleaning methods for everyone identified with a continued run of poor pictures. Make a list of your poor pictures, exhibitors—then tell your troubles to the pesident of each organization. Demand better product! If you sit there and take it on the chin month after month and remain quiet—thus and always your lot will be the same.

* * *

Douglas MacLean, former film star, now earning his livelihood as an associate producer for RKO-Pathe, will supervise "Ladies of the Jury," an Edna Mae Oliver starring vehicle; "The Other Passport," for Irene Dunn and "The Last Virtue," the latter from the pen of I. A. R. Wylie.

* * *

Billie Dove makes a grand comeback in Howard Hughes' "The Age for Love," which I saw the other evening at a private preview. The picture is fine and Miss Dove is superb all through the story. Too much praise cannot be heaped upon the shoulders of Director Frank Lloyd for his work with this beautiful star.

* * *

George O'Brien, having completed "Riders of the Purple Sage" for Fox Films, is scheduled to begin work on "The Rainbow Tail," another Zane Grey story.

* * *

Mickey Mouse, we hear, is soon to blossom forth into color. Walt Disney, creator of the rodent star, will experiment with the use of Technicolor in a forthcoming animated cartoon.

* * *

Constance Bennett's next starring picture for RKO-Pathe will be "Compromised," a story by Tay Garnett, which the director wrote in collaboration with Tom Buckingham. Garnett will direct.

* * *

ANDY CLYDE has completed his third starring comedy for Mack Sennett. "Half Holiday" is the title of this one, which followed "Taxi Trouble," and "The Cannonball." Andy, who is quite youthful in real life, depicts an elderly character on the screen that is most convincing.

* * *

When production of "The Blind Spot" is begun at Warner Bothers-First National, Roy Del Ruth, its director will introduce an innovation. Every member of the cast will be assembled to hear the entire script read before a scene is shot. Del Ruth believes that every actor should know the complete story, no matter how small his part may be.

* * *

William Haines departs from the M-G-M banner sometime during the month of September, according to a published report. Apparently his continuous run of smart-alec roles has created an unpopular impression which gradually extended to the box-office till.

Warner Baxter has been borrowed from Fox to play opposite Delores De Rio in her first RKO-Pathe picture, "The Dove." A recent check-up by a prominent authority disclosed Baxter as one of the top-notch stars. His drawing power is universal among all classes of patrons, the report said.

* * *

Even though Edgar Kennedy has been starring in RKO-Pathe's "Average Man" comedies, his new contract just signed calls for his services as a director and actor. His first assignment to the megaphone is "Blondes by Proxy," starring Louis John Bartels. During Kennedy's 20 years in Hollywood he has acted part of the time and also directed many comedies, including Laurel-Hardys and Charley Chase.

* * *

Plans for a production boom at Radio Pictures' coast studios are being speeded, according to an announcement, by William LeBaron vice-president in charge of production. Radio officials are preparing to start work on five major films which are scheduled to get under way between September 15 and October 1. These are "Marcheta," which will co-star Richard Dix and Irene Dunne; "The Dove," which will star Dolores Del Rio; another production tentatively titled "Penthouse," which is to star Hope Williams; "Peach O'Reno," with Bert Wheeler and Robt. Woolsey, and an untitled original story by Louis Weitzenkorn.

* * *

FOX FILMS have an excellent magician murder mystery picture in "The Spider," which was prevewed at the studio here this week. Edmund Lowe is starred. The cast includes also, Louis Moran, El Brendel, Howard Phillips and others. Kenneth MacKenna and Wm. Cameron Menzies co-directed this one.

Chas. Rogers Answers Industry Charges

Hollywood—Motion picture entertainment today is the best it ever has been and problems confronting the film industry are the result of general world-wide conditions rather than inferior product or inefficient management.

That is the answer of Charles R. Rogers, production head of RKO - Pathe, to those following the current popular pastime of listing what is wrong with the picture business.



Chas. R. Rogers

"The screen industry is meeting the present depression with consistently good product and will emerge from the trying period with flying colors," the man who makes the pictures starring Constance Bennett, Ann Harding, Pola Negri, Helen Twelvetrees and other high ranking stars declared. "Due to the pessimistic spirit of the time we hear too much about bad product and too little attention is paid to the good. What the world needs probably more than anything else is to quit thinking of its ills and start looking on the bright side of things.

"So far as pictures are concerned, better entertainment is being offered right now than ever before. The discriminating shopper in the metropolitan districts can see a different good picture at least four nights a week and still not view all the films of proven quality playing his or her city.

"The general cry for good pictures is being answered with such productions as 'Cimarron,' 'The Common Law,' 'The Millionaire,' 'Min and Bill,' 'Sweepstakes,' 'Dirigible,' 'The Mad Genius,' 'Daddy Long Legs,' 'Millie,' 'Seed,' 'Skippy,' 'The Front Page,' 'Rebound,' 'Smart Money,' 'The Smiling Lieutenant,' 'Dracula,' 'A Free Soul' and 'Devotion.' Those are only a few of the many good current or comparatively recent outstanding pictures. Selected at random they include the product of every major studio and represent an amazing variety of entertainment."

Rogers went on to say that due to the great number of pictures required to entertain the world, all cannot be sensations.

"The percentage of good product is amazingly high when compared with the record of the stage, or the general average of radio entertainment, however," he declared, "it is considered a good percentage when six stage plays out of a hundred strike the public fancy and succeed. If the film business should reach the point where only sixty pictures out of a hundred are good entertainment then there would be just cause for complaint about inferior product. That time has not come and I predict it never will."

Many factors contribute to making pictures better today than they ever have been before, the producer explained. The screen has the best artists of its history and more of them. It has attracted the world's finest story creative minds and is drawing upon all literature for its material. Technical dtvelopments have advanced sound recording and photographic flexibility to a tremendous extent, while artists and directors now know the talking picture medium.

"Those who cry for 'the good old days' of silent pictures should sell one of those films for which they pine," he concluded. "They will realize then just how far screen entertainment has advanced."

START GRID SERIES

"U" to Make Shorts at Stanford Univ.

Universal City—The Christy Walsh-"Pop" Warner series of football shorts, which Universal is to product, will go into production on September 1, according to announcement by Carl Laemmle, Jr.

These films are to be made at Stanford University with Albert Kelley directing from screen stories by Samuel Freedman. The first of the two-reelers will depict Glenn S. "Pop" Warner's famous system of football, while the second deals with the developing of a football team, and the third will reconstruct the football game of forty years ago. The pictures will be completed in time for release during the coming football season.

U. A.-PUBLIX DEAL

Circuit to Play the Entire Product of Company

New York—The entire United Artists product for 1931-32 will be shown in 800 Publix theatres throughout the country, as the result of negotiations just completed by Al Lichtman, vice-president and general manager of distribution of United Artists. Thus Fox and Publix have taken the U. A. output in the same week.

ADVANCE DATE

"I Like Your Nerve" Ready Sept. 12

New York—At a meeting of sales executives of Warner Bros.-First National presided over by Sam E. Morris it was decided to release the new Douglas Fairbanks, Jr., picture, "I Like Your Nerve," on September 12. This picture, the work of the well known English author, Roland Pertwee, was not included in the original twelve announced by the affiliated companies for release during September and October. The intention had been to hold it back until around Thanksgiving.

New York—The National release date for "Five Star Final," First National's film version of Louis Weitzenkorn's recent Broadway success, has been advanced two weeks—from October 10 to September 26.

Finish Western

Hollywood—"The Nevada Buckaroo," the second in Tiffany Productions' new series of the Bob Steele westerns, has been completed, according to announcement made by Trem Carr, who is making the series for Tiffany.

MUSICAL SHORTS

Series to be Produced in Technicolor

Hollywood—Robert E. Welch, who produced a series of Technicolor shorts, "Beauty Secrets from Hollywood," soon to be released by Paramount, has commenced work on a new series of color musical films.

The first, "Old Songs For New," illustrating scenes from old favorites, has just been completed. Among the popular numbers included in the revue are "Alexander's Ragtime Band," "Waltz Me Around Again Willie" and "A Bicycle Built for Two."

"Sympathetic treatment of the old tunes is the idea behind the film," Mr. Welch explained. "I think the public will like it."

Both the Beauty Secrets series and the new group will be shown in the improved Technicolor process the first demonstration of which in Radio's picture, "The Runaround," was much praised by critics.

Unite Team

Hollywood—James Gleason and Robert Armstrong have been cast in featured roles with Bill Boyd in his next RKO-Pathe starring picture, "Suicide Fleet."



RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.



Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres
General Offices: Grand Rapids, Michigan.
Branches in all Principal Cities.

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

"Subpoena" Still a Good Show Stunt

SOME stunts are so old that they antedate the memory of man. Among them are a few that time refuses to tarnish. The latter usually have something effective or arresting about them and hence need only to be properly worked to prove effective. There is the subpoena stunt as an example. It goes back no doubt to the early stage plays having court rooms scenes. Most people are afraid of the law and there is something about a legal-looking document that at once commands attention. One would think that the distribution of such papers would cause a reaction far from helpful but such is not the case. Once it is discovered that the paper is not legal at all and that the receiver is merely "ordered" to visit a certain attraction at a given theatre, the result is usually beneficial. And there is this to be considered about the "subpoena" that cannot be said of many announcements, the receiver usually reads very line of it.

With these results in mind the Winter Garden management reverted to the "subpoena" stunt in announcing the showing of Warner Bros.' production of "Star Witness" with Walter Huston, "Chic" Sales, Grant Mitchell and Frances Starr. Getting up fifty thousand of these court orders in the most correct legal style, the management saw to it that they were sent to business men and women throughout the city. All the names used in the "subopena" were those of characters in the picture and the receivers were abjured to attend the showings of "The Star Witness" or be deemed guilty of a serious error of judgment and liable to reproach by those friends who had seen the film.

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

Civic Contact

A MESSAGE to managers of Fox West Coast Theatres in regard to civic contacts might well be applied to all theatre men, whether they own their own houses or managing for a circuit or individual. Prestige, publicity and protective values warrant the investment of a membership in such organizations as the Rotary Club, Lions Club, Kiwanis Club, merchants associations or chambers of commerce.

The message, which appeared in a recent issue of "The Last Word," Fox house organ, in part is as follows:

Membership in such bodies is necessary and of extreme value in operating a theatre. In the first place it affords means of keeping abreast of movements and plans which may affect your theatre for good or for evil.

You should be informed on city ordinances, civic movements, reform measures, improvement measures and everything else of that nature going on in your community. And there is no better place to get such information than the service clubs where most of these things originate.

You should be present to raise your voice for or against anything that affects your theatre. You should not leave yourself in a position where you have to be invited in to have your say. You should be in such standing that your voice on all matters affecting your theatre must be heard.

There is too, the publicity value of such membership. Your very presence at a luncheon or any other gathering of one of these clubs is a reminder in behalf of your theatre.

You have the chance to mingle with men of influence and to sell your theatre to them continually. We do not mean that you have to button-hole members and expain to them that this week you are playing Sadie Sappe in "The Fireman's Daughter," but you can make your house and even your attractions the subject of conversation.

There is an old saying that, "Everybody has two businesses: his own and show business." Laymen seem to be very anxious to discuss the picture business. They find show people interesting company.

It is a fact that modern business men get to know each other best over a luncheon table. It has neither the formality of the banquet nor the rigidity of strict business contact.

You will notice in the service clubs that by the time cigars are first passed around conversaton loosens up.

Recognizing this trait all these clubs insist on the use of first names among members.

You can visit a man fifty times in his office without ever getting past calling him "Mister." But after you have sat down with him at a luncheon table the barriers disappear quite rapidly.

The time and money spent on keeping you in that company is a solid investment.

"Lucky Cards" For "Laughing Sinners"

FRED PERRY, manager of the Riviera Theatre, Binghampton, New York, included a number of novel exploitation stunts in the campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production "Laughing Sinners."

Perry arranged for five thousand cards to be distributed by Postal Telegraph boys, each card reading: "Lucky Winners for "Lucky Sinners" and containing a lucky number. Numbers were posed in the lobby of the theatre, where people came to compare their numbers and those holding lucky numbers were given passes on the presentation of their cards. These cards were distributed in dance halls and parked autos.

In addition to this, Perry obtained an empty store, had the windows white-washed and an artist paint two large eyes with small peep-holes and a sign across the top of the window reading: "Laughing Sinners." He also obtained some dress models and dresses and made an attractive display with appropriate copy scattered among the models in the window telling about the picture at the Riviera. This novel stunt attracted a great deal of attention.

Pencil Gifts Prove Successful

THE lack of a pencil when it is hurriedly needed is not conducive to a sweet temper, particularly in hot weather. Knowing this the manager of the Princess Theatre in Louisville, Ky., felt that he would keep a number of business people in his home town in good humor and at the same time call attention to the First National production showing Loretta Young in "Big Business Girl" at his house by distributing pencils of the better kind. In this he was aided by Sam Weinbrinner, manager of the Postal Telegraph Company. The latter supplied the pencils, 5,000 of them, and the theatre attached them to tags reading: "Take a note of this: Loretta Young is now at the Princess Theatre in 'Big Business Girl.'"

A DRIVE FOR BUSINESS

"New Show Year" Campaign has Possibilities

A DRIVE for better theatre business without the overworked adjectives of "better," "greater," "super" and so on is under way among the Fox West Coast Theatres. The drive is not in the form of a "Greater Movie Season," insofar as the title is concerned, but is to be known as the "New Show Year." The name and idea were conceived by the midwest division of Fox West Coast and those responsible are E. C. Rhoden, division manager, and Howard Jameyson, advertising director, with headquarters in Kansas City.

In a message to Fox theatre managers, it is pointed out that the "New Show Year" will not begin on any special date but will begin whenever the theatres start playing pictures of outstanding merit to warrant a drive for the business which the features deserve.

Howard Jameyson has planted a campaign for this new drive. His suggestions were developed with the idea that they should be for the Fox houses throughout the country. Maybe so. But his campaign is adaptable to every type of theatre, large or small, in big cities and villages. We are presenting herewith Jameyson's outline for the drive. The name, "New Show Year," is the title of Fox's particular campaign, but similar titles can be coined for a drive for your house, regardless of size. These suggestions by Jameyson may give birth to other ideas in every exhibitor's mind. They can be enlarged upon and changed to fit each theatre owner's particular need or situation. Read these over and then get busy on your own "New Show Year" campaign:

Civic:

Start by getting your mayor to congratulate Fox West Coast on the start of their new year, through a letter. Enlarge the letter for your lobby, plant it in a newspaper story, and use it whereever else you can.

Clubs:

Put all your regular club contacts to work, and try for a few new ones. Try to have the chairmen of luncheons, or yourself, make a short talk on the meaning of the new year in the show business.

Radio:

On those stations where you already get announcements in return for passes or other arrangements, see if you can get them to make several short announcements in a day, to the effect that "A new show year is coming to the Fox Lyric, bringing a new assortment of wholesome, romantic, funny and melodramatic films. It starts with 'Transatlantic, August --"

Newspapers:

Have a talk with your editors. Many editors will gladly write editorials on "Clean Up and Paint Up Week," on "Raisin Festivals" and the like, so why not one to favor the show business in general? Prevail upon them for front page cartoons. Get their consent to run plenty of stories in their city sections.

Street Ballyhoos:

Some cities in the past have always climaxed their talkie and movie seasons with a huge street dance. This is a splendid idea, where you have the facilities, and can hold the dance within sight of the theatre front.

Parades:

Many managers have contacts with new car dealers. If you can get enough cars, bannered, to stage a formidable parade—do it by all means. But remember that a weak-kneed parade places you in a ludicrous light. Be sure that your parade will be able to travel at a slow speed, and not be whisked through town by a police escort at 40 miles an hour.

Trailers:

We are not preparing any stock trailers to be kept on order. Managers should make their own, both advance and current.

Direct Mail:

This medium is highly important in this campaign. You have many things to tell your patrons —too many to cover fully in ads. Use your regular mailing list, and have all employees sign aid address letters to their friends as well.

Windows:

Arrange for display of stills from several forthcoming attractions in good window spots. Confine your copy to announcements along the lines, "A New Show Year is Coming," or "is here." Refrain from the "bigger" and "greater" and the chances favor cooperation from merchants more strongly.

Newspaper Cooperation

Cooperation of newspapers on the NEW SHOW YEAR campaign is imperative. Editorials and cartoons should be solicited. Stories listing the splendid pictures coming up from all studios should be planted.

In various districts popularity contests can be held at each theatre, winners at the various theatres to be entered later into a city-wide or divisional contest.

Get Endorsements

Endorsements from Governors and Mayors should be secured early.

Managers should emphasize in all publicity and advertising the fact that many hundreds of thousands of dollars will be spent by Fox West Coast theatres during the 1931-32 season for the finest Fox, Metro-Goldwyn-Mayer, Paramount and other pictures.

Fanchon and Marco plans should be included in stories regarding the NEW SHOW YEAR.

Have Gala Opening

Make the official opening of the NEW SHOW YEAR a real event in your community. When the Metropolitan Opera House opens its fall season of opera in New York the diamond horseshoe is a Who's Who of New York life. Likewise, the opening of your NEW SHOW YEAR should be a gala affair. Invite city and society officials and leaders of all the service and women's clubs.

Endeavor to secure cooperative ads with the aid of your local merchants, pointing out to the latter, in order to get them into the ads, that six or seven big sure-fire pictures during September properly advertised as a feature of NEW SHOW YEAR will bring business to all firms surrounding the theatres. Merchants should at least come in on window displays if not on cooperative ads.

Letters to Patrons

Use the personal letters-to-patrons idea on NEW SHOW YEAR. In each letter sent out by your theatre's employees include the names of the big pictures you have coming up during September.

Be careful of printing and accessory costs. Use only stunts which don't cost money to put across the NEW SHOW YEAR idea.

Boy and auto parades, favors from local business contacts and from firms with which you do business regularly can be had without cost. Call a meeting of your theatre staff and offer prizes for suggestions, leading up to a compilation of advertising stunts that can be carried out at no cost to the theatre.

Loan Jean Harlow

Hollywood — Jean Harlow has been loaned to Columbia by Howard Hughes to whom she is under contract, to enact a leading role in "Gallagher," newspaper film. After completing this assignment she will play the title role in "Blonde Baby," also a Columbia production, based on a story written especially for the famous blonde.

DENY INJUNCTION

Judge Upholds Showing of "Bad Girl"

New York—Judge Shientag in the Supreme Court, August 19, denied the injunction applied for by Robert Newman, president of Bad Girl, Inc., producer of the stage play, to restrain the Fox Film Corporation from exhibiting the film, "Bad Girl," now at the Roxy Theatre, before Sept. 1.

Judge Shientag stated:

"Assuming that there was a violation of the contract in exhibiting the talking picture known as 'Bad Girl' prior to September 1, 1931, the violation was a technical one and no substantial damage has been sustained by the plaintiff. The defendant would suffer great loss without any real benefit to the plaintiff if the extraordinary remedy of immediate injunction were granted."

Edwin P. Kilroe and Henry Brill represented the Fox Film Corporation, and William F. Friedman appeared for Bad Girl, Inc.

SIGN GRID STARS

Will Be Used in Paramount's "Touchdown"

Hollywood—Ten former collegiate grid stars, including three All-Americans and four team captains, today were signed by Paramount as the first of a group of players to appear in "Touchdown!" modern collegiate football picture.

Those already gathered for action football scenes and to give authenticity to the production are Russ Saunders, Morley Drury, Jesse Hibbs, Roy Reigels, Nate Baragar, Harry Edelson, Marjor Apsit, Jesse Shaw, Frank Anthony and Dick Templeton.

With the exception of Reigels, who thrilled the world through his comeback after running the wrong way in a Rose Bowl game, all of the players are former University of Southern California gridmen. They were signed early because they already are in Hollywood, but stars of other colleges are being lined up.

Returns to Screen

Hollywood — Wallace MacDonald, veteran stage and film actor, will return to the screen in a feature-length Multicolor production, "Tex Takes a Holiday," which Pioneer Pictures will produce at the Tec-Art Studios.

Finish Dove Film

Hollywood — "The Age For Love," Howard Hughes' latest film presentation, and Billie Dove's first picture under the Hughes' producership, is ready for release.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
Star_____
Producer_____
Comments_____
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Title_____
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Title_____
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Producer_____
Comments_____
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Exhibitor's Name _____
House Name_____
Town _____
State _____

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

PACENT sound-on-disc equipment. How much do you offer for this? Mecca Theatre, West Third near Broadway, Dayton, Ohio. 8-25

1,800 FINELY appointed spring cushion chairs; brand new; full upholstered backs; wonderful buy. Write for photo. C. G. Demel, 845 South State, Chicago, Ill. 9-8

THEATRES FOR SALE

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

FOR SALE OR LEASE—Lyric Theatre, Erwin, Tenn.; 350 seats, disc equipment, population 5,000; one competitor; $2,500; cash, $250. Easy terms on balance. F. E. Perryman, Elizabethton, Tenn. 8-25

PATENTS

SELL YOUR PATENT or invention by exhibiting your model or drawing at the Second and Greater INTERNATIONAL EXPOSITION, CHICAGO, September 14 to 27. Thousands of manufacturers and patent buyers will inspect new devices and patents for marketing. Very low rates. If you have no model, drawings and description will do. Send for free pamphlet. B. Hamilton Edison, Managing Director, International Patent Exposition, Merchandise Mart, CHICAGO. c8-25

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

WANTED TO BUY—Two Simplex projectors, two Strong arc reflectors, two Strong rectifiers, 300 opera chairs, one beaded screen, lenses, rewinds, film cabinet, etc. Only equipment in first class condition considered. A. E. Christian, Monticello, Ky. 8-25

POSITIONS WANTED

AT LIBERTY—Good sound operator; do own repair; married; willing worker; moderate salary. H. Swatek, 401 Gelbert Ave., Peoria, Ill. 9-1

AT LIBERTY—A-1 de luxe projectionist — sound alone. Strike, yes; prefer steady; no boozer; married. State all in first letter. B-378, Associated Publications. 8-25

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { 10c a word; 4 insertions at price of 3

Kindly insert the following ad _____ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

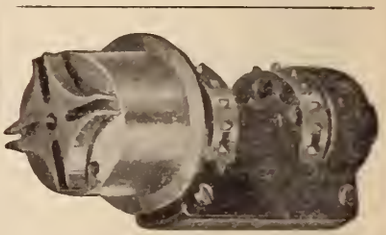
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(Don't forget to count words in name and address that is to appear in the ad)



Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

The Woman Between

Radio—73 Minutes

Cast: Lily Damita, O. P. Heggie, Lester Vail, Miriam Seegar, Anita Louise, Ruth Weston, Halliwell Hobbes, Lincoln Stedman, Blanche Friderici. Directed by Victor Schertzinger.

Although the picture is excellently produced it is doubtful how the picture will click for general appeal. It is mainly a woman's picture. However, the story is absorbing enough to hold the interest of the audience until the fadeout, but the interest does not come until late in the picture. The fascinating Lily Damita plays her part as only Damita can play. We were highly impressed by her portrayal.

The story is about a French mannequin (Lily Damita) who marries a rich elderly American, father of two grown-up children. After hearing gossip that she married for money she opens up an elaborate dressmaking establishment to show her independence. On her return from a business trip to Paris she meets Lester Vail on the ship, not knowing that she is his step-mother and immediately he falls in love with her. Meeting her in his father's home she is shocked at the revelation, but he is so madly in love with her that he asks her to run away with him. From this point the dramatic situation is heightened, and the ending is rather a surprise when the young and beautiful wife decides her place is with her husband.

Besides the glamorous Lily Damita the other players are excellent. O. P. Heggie gives a good character portrayal as the wealthy husband of Damita. Lester Vail shows that he is not a bit amateurish as far as histrionic ability is concerned. Miriam Seegar does good work as the step-daughter who is bewildered at all the strange doings in the household. Blanche Friderici deserves mention for her splendid character part. The picture should please, but is not recommended for family trade.—Jesse.

SELLING SEATS: Your best bet here is Lily Damita. Use stills of the star in different poses. Arrange a beauty shop tie-up or conduct a fashion show in one of the big department stores—anything to appeal to the women.

Caught

Paramount—67 Minutes

Cast: Richard Arlen, Louise Dresser, Frances Dee, Tom Kennedy, Martin Buton, Marcia Manners, Sid Saylor, Guy Oliver, E. J. LeSaint, Charles K. French, Lon Poff, James Mason, Jack Clifford. Directed by Edward Sloman.

This picture rates only as a fair programmer about a notorious woman desperado of the West in the 70's. Louise Dresser, the last person in the world we would expect to see as a tough and relentless character, plays the part of Calamity Jane, the lawless woman whose activities terrify the mining camps and cattle lands during the untamed days of the West. But in our humble opinion she steals the picture with her excellent performance.

Despite the tough character of Calamity she evinces a bit of softness when Frances Dee, a beautiful Eastern girl, comes to her for a job in the gambling and dancing house she runs. Knowing Frances is decent she protects her from the tough hombres who patronize her place. Richard Arlen as the leader of a detachment of U. S. cavalry is sent with his army to clean up some cattle rustlers and suspects Calamity. But Calamity is too clever for him when she finds he knows too much and holds him captive to be shot. When it is almost time for the fatal hour Frances begs Calamity for his release telling her that they plan to get married. She also tells her about Arlen's boyhood which reveals him as her son who was left in an orphanage. Then Calamity realizes that she must not let him die and tricks Frances into freeing her lover while she and her manager escape. Thus Arlen is free to marry the girl he loves, unaware that the woman he knew as the worst woman of the West is his mother.

This picture has virtually all the ear-marks of an old-time western romance. It is entertaining, but is nothing outstanding. At any rate, it should appeal to the western fans.—Jesse.

SELLING SEATS: You have three box office bets in the names of Arlen, Dresser and Dee. Boost Louise Dresser with a little exploitation as "'Calamity Jane,' the world's worst woman desperado". There are many angles that can be worked out with the title.

Guilty Hands

M-G-M—69 Minutes

Cast: Lionel Barrymore, Kay Francis, Madge Evans, William Bakewell, C. Aubrey Smith, Polly Moran, Alan Mowbray, Forrester Harvey, Charles Crockett, Henry Barrows. Directed by W. S. Van Dyke and Lionel Barrymore.

This production is another triumphant achievement for Lionel Barrymore, who not only assisted in the direction, but gives a superior performance as the featured player. As usual, he dominates in every scene in which he appears. The picture is first-rate entertainment and has an unusual climax of Barrymore being killed by a dead man whom he murdered. Sounds improbable, but that's the story and the adept way in which it was handled strikes a new chord in story technique.

Madge Evans, who did nice work in "Sporting Blood" is cast in this picture as Barrymore's daughter. When Barrymore learns that she is to marry a man who is not fit to be his daughter's wife because of his illicit affairs he goes to his apartment and kills him. Kay Francis, as the murdered man's mistress, discovers how Barrymore committed the crime and demands his arrest, but Barrymore being a prominent attorney knows how to turn the tables on her to make it appear that she committed the crime. When the detectives come up to the room Barrymore tells them that it was suicide. As the body is being removed, the revolver which fired the fatal shot, is fired again by the contraction of the muscles of the dead man's hand and Barrymore receives the bullet in his heart and drops dead.

That's the unusual ending of the picture and one that your fans will talk about, thus creating a lot of word-of-mouth advertising. The picture is box office. Any picture with Barrymore is.—Jesse.

SELLING SEATS: Feature Lionel Barrymore as prominently as you can. Don't forget Kay Francis and Madge Evans. Suggested copy: "See Lionel Barrymore in another superb performance . . . a startling climax you'll never forget!" Announce there will be no seating the last five minutes of the picture.

SHORT SUBJECTS

Catch-As-Catch-Can

M-G-M—20 Minutes

Amusing stuff with Zasu Pitts and Thelma Todd featured. Marshall Neilan directed. Others in the cast are Reed Howes, Al Cooke and Guinn "Big Boy" Williams, which makes it altogether a short with a feature cast. Zasu Pitts is especially good as the telephone girl in the hotel who longs to go back to the farm. The story concerns Guinn Williams, the champ wrestler, who gets homesick just before the big match and wants to go back to his home in Lawrence, Kas. His manager, Reed Howes, tries to get the wrestler's mind off of going home by calling in some girls. But Guinn isn't interested until he meets Zasu, the telephone girl, who also is homesick to go home to Joplin, Mo. When a love affair develops, Guinn goes into the ring and wins. The wrestling match scenes are very funny. One sequence got a big laugh when Al Cooke, a drunk in the audience, stops the match by calling out and asking if there is a doctor in the house. When a doctor appears, Al says, "Hello, Doc," and sits down. This comedy should please. —Steen.

Oh! Oh! Cleopatra

RKO-Pathe—20 Minutes

Bert Wheeler and Robert Woolsey are seen in this second of the Masquers Club series and are plenty funny in the roles of Mark Anthony and Julius Caesar, respectively. Dorothy Burgess plays the part of Cleopatra for whom Wheeler and Woolsey enter a chariot race. The preview audience laughed so much their sides ached. The whole comedy is a "wow," especially the chariot race. And the dialogue is plenty snappy. This two-reeler is a sure-cure for the blues. Play it!—Jesse.

Svengarlic

Columbia—8 Minutes

A Krazy Kat cartoon which is a burlesque on the feature "Svengali." It is cleverly made and seems to follow the original story pretty closely. Krazy is an artist who has a model. The wild professor hypnotizes her and takes her to the opera where she is made to sing. Krazy in a box seat keeps annoying the operatic renditions. It is an amusing short and one that should please.—Steen.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

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Atlanta, Ga.

THE NATIONAL PROTEST MEETING

SEPTEMBER 1, aside from ushering in the start of the show season and marking the day when exhibitors and operators get together or fail to do so on new contracts, will have a new significance this year. It has been designated as National Protest Day for which a meeting is scheduled to be held in New York City in protest of alleged excessive percentage terms sought by one major distributor. Score charges will also come in for their share of attack. According to reports 21 exhibitor organizations will be represented and the heads of the national Allied and M.P.T.O.A. organizations will also be present. So some sparks ought to fly, if nothing else happens.

Just what such a meeting can result in is difficult to predict. Perhaps a boycott of the company in question is planned. There have been boycotts of individual companies in this industry before and always they have failed to accomplish their purpose—because the exhibitors didn't stick together in their pledges. We recall an instance of about ten years ago when a vice-president of the national exhibitor organization was the first to sign for a certain company's product on his return fom the convention at which he was one of the sponsors of a boycott against this company. Boycotts are not good things. Rarely do they accomplish what they set out to. It is our belief that there are better and saner methods of ironing out the difficulties that seem to exist.

We have always maintained, and still do, that the price-for-product question was one for individual solution. If terms asked, whether percentage or straight rental, are out of reason or too high to permit a profit, then those terms should not be accepted. But, if an individual company's product is so valuable that one feels he must have it, then it is probably worth more than his estimate of it or more than he is willing to admit.

With the score charge we hold no brief. It should be entirely eliminated, especially on percentage bookings, where the producer furnishes the picture against the exhibitor's furnishing of the house and its attendant operating expense. The score should certainly be considered an inseparable part of the picture.

The past season has been a most unprofitable one for many exhibitors. If film rentals are so high that this item is alone keeping them from making a profit, it is to the interest of producers and distributors to get in accord with them on prices that will permit them to make money and remain in business. Fairness in dealing never hurt anybody. Unfairness may bring a gain to one party in a business deal, but it is a temporary gain at best.

Ben Shlyen



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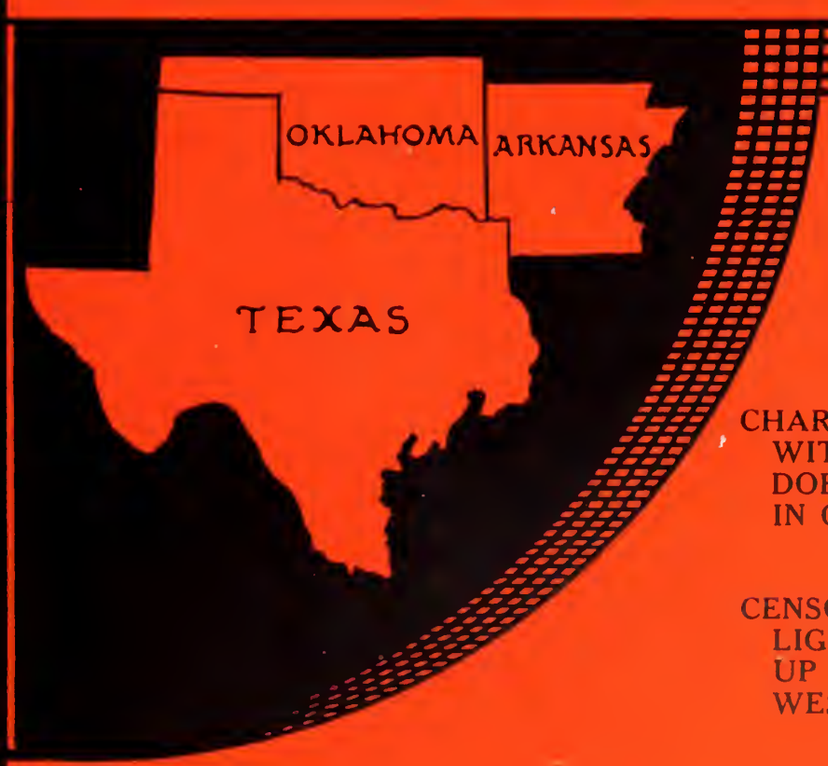
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SEPT. 1, 1931
VOLUME VII NUMBER 25

MOTION PICTURE TIMES



CHARLES HEFLEY DIGS IN WITH THE BISON AND DOES THEE IMPOSSIBLE IN OAK CLIFF.

CENSORSHIP, FROM RELIGIOUS SOURCE, BOBS UP AGAIN IN SOUTHWEST.

ARBITRATION IN NEW CONTRACT

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Censorship Looms Again

As Religious Educational Workers Prepare for Meet; "Direct Action" Expected.

The censorship pot is slated to be again put back on the fire during the coming meeting in Ft. Worth of the Southwest Religious Educational Association, starting September 12. Strenuous and direct action will be taken to improve the present moral atmosphere of pictures as have been shown widely throughout the country during the past year.

It would be a fine thing if a plan is adopted which will get results in cleaning up pictures for family trade, T. C. Gardiner, Dallas citizen, who will be a delegate to the meetings, indicated Tuesday.

Art magazines and stage shows will also come in for a slice of the proposed censorship offense.

Delegates from churches in Texas, New Mexico, Oklahoma, Arkansas, Louisiana, Missouri and Arizona are expected to attend this meeting. Delegates from Dallas churches will be Earl Mead of Cliff Temple; Harry Wootan, of Gaston Avenue Baptist; Miss Joy King, of First Church, and Mr. King.

Another Southwest Circuit May Form

Bernbaum Is Non-Commital on Report That he and Robb May Form New Chain.

"I won't say yes and I won't say no," Dave Bernbaum, theatre financier, said a few days ago when asked if it was probable that he, Underwood and Robb might get together and organize a new circuit for the Southwest.

Underwood will arrive in Dallas this month after vacationing in the northwest and north; Robb said he was looking for a job after selling out to Hughes-Franklin and later quitting as one of the directing heads; and Bernbaum has been sitting up in his office on Jackson street waiting for something to come along that looked like a lot of heavy interest or long profit.

San Antonio's Nucleus

Champion news gatherers would be out of luck in getting confirmation of the above rumors as neither of the three gentlemen mentioned are prone to give out statements or to say what they are going to do or not do. As a matter of fact they usually say: "You've got a lot of nerve," or "None of your d—— business."

(Continued on page 8)

Franchise Suit

Filed Against Publix, et al.; $250,000 Asked by Realty Company for a Loss.

San Antonio.—The San Antonio Amusement Company and the Publix Theatres Corporation are named defendants in a $250,000 damage suit filed in the District court here by the Commerce Realty Company for alleged loss of the First National Pictures, Inc., franchise formerly held by the Aztec Theatre. It is claimed by the plaintiff company, which leased the Aztec to the defendants for a period of ten years, beginning January 1, 1929, that operators of the theatre were bound by the lease to continue to show First National pictures and return the franchise to plaintiffs upon expiration of the lease. The defendants discontinued the First National pictures in March, 1930, it is alleged, and as a result the franchise was canceled. Plaintiff alleges that the franchise was worth $250,000.

THEATRE TAKES UP

Red Ink Vanishing Under Local Option Law

A taste of the added profits a number of Texas theatres chalked up for the week came with a number of openings August 23 as the new Sunday law went into effect. Some few theatres opened soon after the law was passed. Others waited until the effective date, while still others did not complete their opening plans, but will do so and get open within the next few days.

Don Douglas said that his Uvalde theatres hadn't been doing so well during the summer, but last week the houses got over in good shape. The increase was due to both an unusually strong program for the week and because the houses opened August 23 for their first Sunday runs.

Hillsboro got open as scheduled. Sam Marcos entertained Sunday patrons and the little town of Leonard came through, all without opposition from local sources.

Hearne, Jefferson, Seymour and Munday will be open before many more Sundays pass.

Before the new law went into effect the city commission at Bonham passed an ordinance prohibiting Major H. S. Cole from opening the American as planned. Such action was made a provision in the new state law.

Exhibitors who will henceforth receive the benefits and additional profits from Sunday shows are indebted to the efforts of Judge Roy L. Walker, president of Theatre Owners' Protective Association, and to Jeff Strickland, public relations man for Publix, who worked like Trojans in passing the new law by both houses securing the governor's signature.

Hefley's Bison Winner Despite Predictions

About five years ago the Bison Theatre, a very handsome neighborhood building then, was set up in Oak Cliff and about as many theatre men failed to make a go of it with their own particular style of showmanship.

The new building was practically next door to one of the biggest high schools in Dallas, in the midst of a community shopping center, and bounded on three sides by heavily populated areas.

But the house was badly and unwisely located and was destined to always be a lemon, they said.

After several changes in ownership, Charles Hefley came back to Texas from Oklahoma where he had worked for Momand, and got possession of the Bison in his own

(Continued on page 8)

SERIAL TO PALACE

"Mystery Trooper" Plays Publix Ace

Syndicate officials were hopped up Tuesday over the fact that "The Mystery Trooper," their new serial bet, has been booked into the Palace, leading Publix house of Dallas, instead of being set into the Old Mill where serial honors usually are stored. The chapter play started last Saturday and continues on that same day for ten weeks.

Besides Publix dates, this serial is credited with a record booking schedule throughout the southwest.

Completes Fourth of New Season Product

A check-up of the new season's Monogram releases reveals that 25 per cent or better of the entire 34 productions have been completed and available for the exhibitors, according to an interview with Harry Silverman of the Dallas office.

The Monogram production pace has set a record never before attained by an independent producer.

Half of the six Hoot Gibson de luxe westerns have been completed by M. H. Hoffman, Jr., and prints are in the exchanges. "Clearing the Range," "Wild Horse" by Peter B. Kyne and "The Hard Hombre" are said to be of higher quality than any of the Gibsons of previous years, and they are all ready, Silverman said.

Four of the 8 Bill and Andy westerns, Bill Cody and Andy Shuford, are ready: "Dugan of the Bad Lands," "The Montana Kid," "Law of the North" and "Oklahoma Jim."

The Tom Tylers are coming along on a schedule which has already completed three of them: "Partners of the Trail," "Galloping Thru" and "Two Fisted Justice."

Three of the Monogram Mighty Melodramas are ready: "Ships of Hate," with Lloyd Hughes, Dorothy Sebastian and Chas. Middleton; "Mother and Son," the Reno picture with Clara Kimball Young, and "In Line of Duty" with Sue Carol, Noah Beery, James Murray and Francis MacDonald. The last release is ready September 15, with the first two available now. It is a vivid story of the wilderness and big timber country.

In addition to this line-up, Monogram has secured the distribution of three specials: "The Viking," the great ship disaster and ice expedition which cost the life of Varick Frissell, and "Enemies of the Law," Mary Nolan, Lou Tellegen and Johnny Walker, and "Today," with Conrad Nagel.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

HAS "10 NIGHTS"

McHenry Is Distributing Film in S. W. Territory

L. C. McHenry, pioneer film salesman and old-time film man in the Texas territory, and K. Lee Williams of Oklahoma City, who has handled various roadshows of the 101 Ranch Pictures for the past 19 years, have bought all the territory left on "Ten Nights in a Barroom," the Goetz all-talking version featuring William Farnum.

McHenry has been with Goetz since the making of "Ten Nights," and handled it throughout the southeastern states playing all Publix, Warners, RKO theatres in that territory as well as Sudekum theatre in Tennessee and Alabama, and Sparks in Florida.

"Ten Nights" will be handled on a roadshow basis, with a special advertising truck, carrying bill posters, seven days ahead of evry playdate.

Home office will be at 224 Northwest 23rd Street, Oklahoma City, Okla.

CHANGES NAME

Wolf to Use "Texas Film Exchange"

Having adopted the name "Southwest Film Exchange" and after applying for a charter, Al Wolf was notified by the Secretary of State that the name could not be used, consequently he has changed the name to "Texas Film Exchange," which after all may serve the purpose just as well. Release date for the first Richard Talmadge action picture is drawing near, with September 15 having been set, it is said.

Muse in Dallas

W. A. Muse, formerly of Oklahoma City, has been transferred to the Dallas office of National Theatre Supply Company in charge of the engineering department, succeeding P. A. Friddell, transferred to Atlanta.

TO WALK AGAIN

Henry Hall Recovering From Accident

Henry W. Hall, head of Hall Industries Theatres, with headquarters at Beeville, leaves the Santa Rosa hospital in San Antonio this week after making that institution his residence for the past three months. It is believed by his physicians that he will throw away the crutches and walk with possibly the temporary aid of a cane.

About the time airplanes became practical, Hall became a charter enthusiast, and bought a plane. A resultant crash crippled one of his legs, the member having been out of free use for a number of years. The skill of surbring results, so Henry learned to be an expert crutch juggling artist, becoming resigned, it is said, to that mode of travel for the rest of his life.

Within the past year, it was his misfortune—also his fortune—to be the victim of an automobile accident in which the crippled leg was injured. It was believed the member would surely be permanently useless, if not necessarily amputated. But a series of operations followed, each one indicating more strongly that the limb might be restored to the pre-accident days.

So it is strongly believed that the next time Hall comes to Dallas he won't look his natural self as the crutches will be left behind.

OLD EQUIPMENT CAN BE TURNED INTO CASH THRU THE CLEARING HOUSE.

"SUNRISE CAMP"

Fishing and Recreation Lake Is Opened

F. F. McHenry, former manager of the Ritz, Dallas, and brother of C. R. McHenry, of the Oak Cliff shows, has opened Sunrise Park, half way between Garza, now Lake Dallas, and the lake dam, on the west side.

Mack says he has plenty of good minnows and new boats, a stock of groceries and cold drinks. A number of cottages are now under construction, fifteen of which will be ready by the first of the season, together with 30 boats.

The camp is electrically lighted and has a deep well of cold water. All roads are marked to show the camp's location and a good gravel road extends from the main road. This road always is in good condition, Mack says.

McHenry was with Robb & Rowley for five years. He quit the Ritz to carry out his idea of putting in a fishing and recreation camp on the big lake. It's going to be a fine resting place for the film men and exhibitors following their strenuous duties, he says. It ought to be well worth while for showmen to visit Sunrise Camp.

Silverman Good "P. A.'

W. Ray Johnston, president of Monogram, is highly complimentary in his remarks about Joe Silverman, of the Dallas and Oklahoma branches being the best publicity man in the national organization. "Joe Keeps Monogram in Motion Picture Times every week and never misses an opportunity to build up the organization," he said.

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PREVIEW

HOOT GIBSON WILL WIN PLAUDITS OF YOUNG AND OLD FOR HIS VERSATILITY IN HIS LATEST WESTERN

If there are better Westerns being made by anyone these days, they are being made by Hoot Gibson, under the eagle eye of M. H. Hoffman, Jr., who is producing this series for the Allied Pictures Corporation, Ltd. In making the third of this series, the producer has given something to theatregoers that is away from the beaten path of outdoor features.

"The Hard Hombre" is better than "Clearing the Range" and "Wild Horse" because of the fact that this picture contains the essence of all the highlights of the other two, as far as story and human interest are concerned, and if you love some real horsemanship you will just hold onto your seats as "Hoot" rides 'em high, wide and handsome.

This story, by Jack Natteford, was built for entertainment purposes, so that you can play the picture in the best theatres. In fact, you could change the locale and dress Hoot Gibson up in dress clothes and still command the strictest of attention from theatregoers. However, "The Hard Hombre" is very colorful; it deals with a young Spanish widow in need of a ranch foreman; Hoot, a peaceful character, is seeking a job, he hires out, is told the job is his if he can regain some lost cattle from a bad gang of cowboys. He sets out to do this, is mistaken for "The Hard Hombre," a regular killer; he keeps up the deception until he comes face to face with the outlaw himself and finally, to protect his own mother, he licks the killer and turns him over to the sheriff, saves the day and cattle for the widow and wins her love and devotion in the end.

Hoot Gibson can act just as well as he can ride, and in this picture he is so surrounded with an acting troupe in support that he is forced to emote his best and his personality just oozes to the fore, for Lina Basquette, as the Spanish widow, looks too stunning for words and carries her part so well that Hoot just has to work to hold his own. Then there is Matilde Commont, who plays the friend of Lina. She is a very appealing and loveable character who commands attention; her work, too, was splendid. G. Raymond Nye is making a fast comeback to where he was in the old Fox Film days, when he was one of the leading heavies. Christian Frank as the sheriff was as natural as the real minon of the law in real life, you felt that he really was looking after the law and order. Bill Robbins again scores with "Hoot," only this time he is serious rather than funny. Jessie Arnold, Rose Gore, Jack Byron and Fernando Galvez helped put the picture over the top. Frank Gilmore played "The Hard Hombre" and looked in a measure well enough like "Hoot" Gibson to be interesting. Billy O'Brien and Tiny Sanford click.

For an outdoor feature, theatregoers will accept "The Hard Hombre" for its dramatic story, fine acting, thrilling rides and chases, fist fights that look like the real article, beautiful settings and locations. The photography of Harry Neumann makes the country in which the scenes were taken stand out like cameos. The first fade-in reveals a good old-fashioned battle between two factions trying to shoot it out, and Hoot Gibson rides in and tries to be the peacemaker. Right from there on the fun begins and you are never allowed to rest or lag in your interest in the picture or the players, which stamps this the best of three Westerns that Allied has produced with Hoot Gibson as the star.

Otto Brower, who directed Hoot Gibson before, did a very good job of it this time, for he had an entirely new type of a "Gibson" to deal with in "The Hard Hombre," for in "Clearing the Range" Hoot outwitted everyone and finally won the girl, a sort of a smart-cracking and acting fellow. In "Wild Horse" he outrode and outfigured 'em and with the "Rodeo" to back him up, he gave a colorful performance. But here we find Hoot Gibson, actor-cowboy star, actually matching his wits, talents and ability with an all-star supporting cast, and coming through a winner—which reflects great praise for Director Otto Brower, who knows his Westerns and especially Hoot Gibson. Sid Algiers handled the production to the point of making it one of the best of the series. Mildred Johnson capably edited the picture, while L. E. Tope did the fine recording of the picture.

HARRY BURNS.

MONOGRAM'S THIRTY-FOUR RELEASES ARE ALL QUALITY PRODUCTIONS.

8 Bill and Andy
WESTERNS
(Bill Cody & Andy Shuford)
"Dugan of the Bad Lands"
"The Montana Kid"
"Law of the North"
"Oklahoma Jim"
"So This Is Texas"
"Land of Wanted Men"
"Mason of the Mounted"
"The Ghost City"

8 Tom Tyler
WESTERNS
"Partners of the Trail"
"Galloping Thru"
"Two-Fisted Justice"
"Single Handed Sanders"
"Vanishing Men"
"Man From Death Valley"
"Honor of the Mounted"
"Man From New Mexico"

12 Melodramas
"Ships of Hate"
"Mother and Son"
"The Western Limited"
"Isle of Hunted Men"
"In Line of Duty"
"Klondike"
"The Arm of the Law"
"The Midnight Patrol"
"Forgotten Women"
"The Law of the Sea"
"Police Court"
"The Fatal Alarm"

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6 Deluxe HOOT GIBSON WESTERNS

Produced by M. H. HOFFMAN, Jr.

1. "Clearing the Range"
2. "Wild Horse"
3. "The Hard Hombre"
4. "The Gay Buckaroo"
5. A Peter B. Kyne Story
6. Title and Author to be decided by exhibitors.

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New York—The new standard contracted, drafted at the 5-5-5 conference and adopted two weeks ago by the distributors, will benefit all factors in the industry, it is pointed out in film circles.

A major benefit for the distributors will be the return of a system of arbitration and the admitted right to demand deposits.

For the unaffiliated exhibitors a benefit will be the privilege of a five per cent cancellation on blocks of 20 without the payment of films excluded.

The affiliated exhibitors will benefit by a ban on advertising of pictures by subsequent run before completion of showing at prior run house by 15 days or less.

Campaigns Being Staged by Locals Indicate Such a Move; Atlanta Faces it Now.

New York — A possibility that projectionists' unions throughout the country will sponsor the passage of laws requiring two men in the booths became evident last week. This possibility was being discussed in connection with campaigns being staged by locals to maintain their policies of demanding two men in the booths, as nearly 300 new contracts are being negotiated.

Atlanta is now being faced with this situation, a measure having been introduced which would require two operators in every booth. Love B. Harrell, secretary of the Southeastern exhibitors' unit, declares the adoption of the law would be a blow to small houses. Similar laws exist in many cities.

A 2-2 System Called for in Newly-Adopted Standard Exhibition Contract.

New York — Two distributors and two exhibitors will compose the arbitration board as provided by the new 5-5-5 contract. In cases of a tie on decisions a fifth arbitrator will be called from outside of the industry.

Exhibitors not members of an exhibitor association will use the arbitration at their option, but without participation of organization arbitrators. The members of the board will be selected from two panels of ten each.

To adjudicate exceptional cases a conciliation board is proposed. This board is to be composed of representatives of exhibitors and distributors and on such cases its decision will be final. When a case is before an arbitration board and presents aspects outside the contract provisions, it may either be sent to this conciliation board or automatically to this board for settlement.

HI-LITES IN THE WEEK'S NEWS

Hollywood—Former prominent screen personalities are making a comeback. Among the recent old-timers who will be seen in future pictures are J. Warren Kerrigan, Snub Pollard, Roscoe Arbuckle Sessue Hayakawa.

Hollywood—Howard Hughes has announced that he has decided to call off the production of "Queer People." The book, which was supposed to have reflected Hollywood life, has received considerable criticism by film people.

New York—According to the Copyright Protection Bureau, 99 per cent of copyright violations are settled before the cases come to trial. Exhibitors are finding it cheaper to adjust the matter before court procedure, the Bureau declares.

New York—A test case against poster companies is planned by Fox. The company claims it costs an average of $15,000 to make the accessories for every feature and that the poster firms, without expense, are profiting at the producer's expense. Fox is inserting a clause in their contracts forbidding the exhibitor to lease or resell accessories.

New York — Revival policies, which were looked upon as a means of relieving the product shortage as well as to obtain additional revenue from pictures whose cost has been written off, are dropped. Several experiments here have turned out to be flops.

New York — Paramount will make eight features in color and Warner-First National will make four this season. Radio plans three color features and M-G-M will make at least one.

New Camera

Hollywood—Recording of sound and color simultaneously is achieved through a new camera called the psychophone, according to Dr. Otto Peters, the inventor.

Better Films Head Hits at Ad Film Ban

New York—In reply to the attack on advertising in motion pictures made by the Gannett chain of newspapers, Francis Lawton, Jr., president of General Better Films, Inc., challenges the ban by the newspaper group.

Gannett recently put up the bars against publicity to ad films as well as limiting publicity to theatres showing such reels.

Lawton puts up the following questions to the Gannett chain:

"To what extent, and to what other subjects, does Business Office regulation of Editorial Policy apply on the Gannett Newspapers?

"Do they print motion picture reviews for the benefit of readers or advertisers?

"If for readers, how are the readers benefited by discriminatory curtailment of legitimate news of current motion picture entertainment?

"If for advertisers, how do the advertisers benefit by curtailment of certain screen news? Do the theatres affected increase or decrease their newspaper advertising? Do the local advertisers who handle film advertised goods increase or decrease their newspaper advertising? Do the national advertisers concerned show more, or less, disposition to list the Gannett Newspapers?

"What is your reason for issuing the instructions referred to?

"Is the Editorial Policy of the Gannett Newspapers regulated by the Business Office, in respect to any other advertising medium?

"Has any other advertising medium taken a similar attitude toward the Gannett Newspapers?

"Did you know that advertising of motion pictures had been appearing in theatres all over the country for more than 20 years?"

Lewis Ad Mgr

New York—Cliff Lewis is Paramount's new advertising manager. Lewis succeeds Russell Holman, who was transferred recently to the story department. As Holman's assistant Lewis served four years. Alvin Adams, of the press department, will be assistant to Lewis.

CONTINUE DISCS

But Sound-on-Film Now Dominates Field

New York — Distributors will continue serving disc accounts during the new season despite the fact houses requiring discs have been reduced to less than 20 per cent of all theatres, a checkup of the situation by The Film Daily reveals.

The distributors have no definite plans for discontinuing disc although most of them report that sound-on-film is gaining complete domination over the field rapidly. Practically all the larger houses are using sound-on-film, the survey shows. Small houses using equipment other than standard makes are the mainstay of the disc equipments.

Protest Session

New York—The "national protest meeting," sponsored by the eastern Pennsylvania exhibitors' unit, is under way, with Walter Vincent, of Wilmer & Vincent circuit, acting as chairman. Details of the meeting were lacking at press time. The purpose of the conference is to protest against M-G-M and Fox sales policies and the score charges. Twenty-one associations are represented.

FOX SCHEDULE

Release Dates Set for 31 Features

Fox has definitely set its release schedule for the next nine months with casts selected for all but three of the 34 productions. Release dates, productions and stars are as follows: Sept. 6, "Merely Mary Ann" with Janet Gaynor and Charles Farrell; Sept. 13, "Bad Girl" with James Dunn and Sally Eilers; Sept. 20, "The Brat" with Sally O'Neill and Alan Dinehart; Sept. 27, "The Spider" with Edmund Lowe; Oct. 2, "Wicked" with Elissa Landi and Victor McLaglen; Oct. 11, "Skyline" with Thomas Meighan; Oct. 18, "Riders of the Purple Sage" with Noah Beery; Oct. 25, "Sob Sister" with James Dunn; Nov. 1, "The Cisco Kid" with Warner Baxter and Edmund Lowe; Nov. 8, "Heartbreak" with Charles Farrell; Nov. 15, "The Yellow Ticket" with Elissa Landi and Lionel Barrymore; Nov. 22, "Business and Pleasure" with Will Rogers; Oct. 29, "Over the Hill" with Mae Marsh and James Dunn; Dec. 6, "Surrender" with Lionel Barrymore; Dec. 13, "Delicious" with Janet Gaynor and Charles Farrell; Dec. 20, "First Cabin" with Ralph Morgan; Dec. 27, "While Paris Sleeps" with Victor McLaglen; Jan. 3, "Cheating" with Linda Watkins and Alan Dinehart; Jan. 10, "Disorderly Conduct" with Victor McLaglen and Edmund Lowe; Jan. 17, "She Wanted a Millionaire" with Joan Bennett; Jan. 24, "In Her Arms" with Warner Baxter; Jan. 31, "The Heir to the Hoorah" with James Dunn; Feb. 7, "Sink or Swim" with El Brendel; Feb. 14, "Stepping Sisters" (to be cast); Feb. 21, "Swindle" with Spencer Tracy; Feb. 28, a De Sylva story with Janet Gaynor and James Dunn; March 6, "The Rainbow Trail" with George O'Brien; March 13, "Young America" with Maureen O'Sullivan; March 20, "Charlie Chan's Chance" with Warner Oland; March 27, "The Devil's Lottery" (to be cast); April 3, "Salomy Jane" with Janet Gaynor and Charles Farrell; April 17, "A Ticket to Hell" with Warner Baxter and Sally Eilers; April 24, "Circumstances" with Elissa Landi and Warner Baxter; May 1, "Son In Law" (to be cast).

Exploitation Ideas Read Them—Use Them Every Week in this Publication

NEW A-P EDITOR

Formby to Kansas City; Steen to Detroit

William G. Formby, editor of the Weekly Film Review, regional trade paper of the Associated group covering the southeastern territory, this week becomes managing editor of Associated Publications, with headquarters in Kansas City. Al Steen, who has been managing editor of Associated for the last three years, goes to Detroit as editor of Michigan Film Review, another unit of Associated Publications.

Love B. Harrell is the new editor of Weekly Film Review.

ESCAPES DEATH

Boyd and Gleason Have Close Call

San Diego—William Boyd and James Gleason, working in a marine film here, escaped possible death in what appeared to be a plot to blow up a speed boat.

The speed boat was blown up in the harbor and two men were seriously injured. With seven other persons unhurt in the blast, the injured men were saved from the bay waters by a shore boat near Ballast Point.

Harry Fisk, operator of the boat, and who was severely burned in the explosion, told officers he had discovered an oil line sawed in two.

Two Forms in New Exhibition Contract

New York — An explanation of the new contract, adopted by the distributors here, is presented in a recent issue of The Motion Picture Daily. It is reprinted herewith:

The new contract consists of two forms: A master contract, containing 26 standard provisions, which is to be furnished all exhibitors, and a short form, in which will be incorporated the standard provisions, playing arrangement and other details peculiar to the individual transaction.

Cancellation by the distributor of his contract with a defaulting exhibitor or vice versa are the only penalties provided for under the new arbitration system.

RENTALS 7 DAYS IN ADVANCE

The new contract calls for the payment of rentals seven days in advance unless other arrangement is made with the home office, limits to 90 days the time in which a picture may be dated, specifies prior runs if these are made a condition of the sale, bans unethical advertising by subsequent runs and limits them to advertising films before completion of prior run to cases where the playdate is 15 days or less behind the prior run, sets a minimum adult admission of ten cents, permits exhibitors up to schedule to play pictures out of order of release providing they date or pay for the remaining pictures on the contract within thirty days; defines exhibitors' and distributors' rights as concerns substitution, prohibits sale, leasing or giving away of accessories, prohibits the exhibitor to cut any films but newsreels and warrants the producer using no advertising in pictures which compensation has been received.

DEFAULTS ON PERCENTAGE

In case of default on percentage runs, the exhibitor must pay liquidated damages equal to the stipulated percentage of his average day's business for the thirty days preceding the run and if an exhibitor pulls off a percentage picture before the end of the stipulated run, he must pay as damages 75 per cent of his receipts on the last day he played the picture.

The contract also contains clauses similar to that of the old standard contract covering: Warranty as to form, cancellation for religious or racial offense, schedule of licensing and exhibition, provision for percentage payments and personnel and methods of the checking system to be used; delivery, exhibition, return, loss or damage of prints, system of selecting and designating playdates, warranty on reissues, schedule of protection and run, taxes, roadshows, unreleased pictures, default through cases beyond control and acceptance of application.

Production Stride Hit at Columbia

Hollywood—With four pictures shooting and two more scheduled to start within the next few days, Columbia Studios are headed full speed toward capacity production.

"Gallagher," temporary title of a Frank Capra special, is well under way at the company's studios. Loretta Young, Robert Williams and Jean Harlow share headline honors.

"Guilty Generation," a stage play by Jo Milward and J. Kirby Hawkes, is the latest feature to start production at Columbia. Leo Carillo plays the male lead under the direction of Rowland V. Lee.

A Jack Holt-Ralph Graves vehicle, tentatively titled, "The Ghost Walks" has reached mid-production with Edward Sedgwick directing. The story has a newspaper background and an unusual love story interwoven. Sally Blane supplies the love interest.

"The Deadline," working title of Columbia's latest Buck Jones outdoor "special," is nearing completion.

"Men In Her Life," for which a cast of well known stars and players is now being assembled, will go into production within the week. William Beaudine will direct.

A Tim McCoy western "Gamblers' Guns," starts within the next few days.

CAST SELECTED

For "Leftover Ladies"; Kenton Directs

Hollywood—Sam Bischoff, Tiffany production chief, announces that casting has been completed on "Leftover Ladies," new drama in Tiffany's Quality Group. Walter Byron, Marjorie Rambeau, Claudia Dell, Rita LaRoy, Dorothy Revier, Allan Mowbray and Harold Goodwin have been signed for the principal roles.

Shooting starts immediately under the direction of Erle Kenton. "Leftover Ladies" is an original story, based on an article by Ursula Parrott.

SHOOTING RECORD

"Scareheads" Ready on September 1

Hollywood — Establishing the fastest shooting record ever achieved by "Dick" Talmadge on any feature picture, "Scareheads," his latest action production, has gone to the cutting room and is scheduled for release Sept. 1. Gareth Hughes, King Baggot, Virginia True Boardman, her son, True Boardman, Jacqueline Wells, Josepr Girard, Walter James and other screen favorites make up the supporting cast. Talmadge announces that less dialogue and far more action and effects are being incorporated into all forthcoming Talmadge features.

"Penrod" in Oct.

New York—Booth Tarkington's "Penrod and Sam," completed earlier this summer at the west coast studios of First National, will be released nationally on October 3. Leon Janney plays Penrod in this film and Junior Coghlan will be seen as Sam.

ALONG FILM ROW

Pete, the Sap, Film Exchange restaurant, says his crabs and lobsters are still alive, and if they don't believe it tell the exhibitors to come and see, he said. Last week Pete cut a wide swath in the showmanship realms and hung out the sea food banner. From Boston and from Seattle the big crabs and lobsters came via express packed in ice all set for a radical change in the bill of fare. Pete says he's saving a few of the live ones for the exhibitors who get to Dallas Monday.

* * *

Joe Santos, at Wharton has returned home after a speedy automobile tour through west Texas and New Mexico, taking on a few days' vacation. He was accompanied by his banker, Mr. Fritz, of Houston. They visited Carlsbad Cavern and other interesting places, covering 1800 miles in five days.

* * *

San Diego has changed hands. Malcolm Mills, formerly of Hall Industries, now has the town. He spent the last several months on the west coast with Fox theatres, becoming educated in big time operation.

One of the Row's unconfirmed reports for the week is that Hall Industries will soon have opposition in their headquarters situation at Beeville.

* * *

Henry Stein, of Luling, has just returned home from Palacios where he attended the reserve officers training camp. He's a captain in the national guard and also mayor of Luling. A good coat of sunburn has toughened him up in good shape to take on all the film men, a salesman who made Luling this week, declared.

Hefley's Bison a Winner

(Continued from page 3)

right. He had a little money in his pocket and some in the bank. He wasn't broke.

'Another would-be exhibitor is going to be taken for a financial ride," they all said, but today they are eating that prediction.

Ads Turn the Trick

Hefley, we would say, has given the theatre world a beautiful picture in advertising. He took what money he had and it went into the advertising budget for the Bison. He took all the receipts for several months and put them in too. His advertising bill for six months would probably burden one of our Elm Street houses. He didn't smash here and there, spending money aimlessly, but every advertising dollar was followed in machine gun fashion by another dollar and now they have hit their mark. The Bison is being filled up every night. It's digging into the bigger Oak Cliff houses that have the pick of the pictures with the Bison taking what is left.

Now Hefley takes down a nice revenue from Bison receipts for himself, but still a good part of the receipts go for advertising and always will.

Hughes-Franklin cut out the three sheet boards which the Texas 2,000 seat house was using in Oak Cliff. Hefley, with about a 500 seat house grabbed them up.

(Continued on page 10)

Plan New Chain?

(Continued from page 3)

The talk is that Underwood has been dickering for a big house in Texas and that it might be the Empire in San Antonio which Warner Bros. recently took over. Jos E. Luckett, former Warner man, is said to be going down to San Antonio to manage the Empire. Underwood enjoys close contact with Warner Bros., and a deal of this kind would be no surprise, since Warners decided to lay off taking on big theatres in Texas after the Empire had been leased by them.

Title Change

Hollywood — "Silent Thunder" replaces "Gossip" as the title of the drama which will be included in Tiffany's Quality Group of 12 features. "Silent Thunder" is based on Andrew Soutar's novel bearing the same title.

15% Off on Parts for All Projectors

COMPLETE LINE STANDARD PROJECTION EQUIPMENT

and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

Get The Facts Straight!

UNIVERSAL SOUND-ON-FILM

ALL A. C. OPERATED

NO BATTERIES
CHARGERS
HEAD AMPLIFIERS

FULLY LICENSED

and protected from Patent Infringements.

Fully Guaranteed

Is sold at a low established price with a reasonable down payment which covers all delivery, installation and wiring costs.

Other equipments are LEASED for a "lower" down payment—so the ads read—but freight and installation costs, etc., are added which runs the cash outlay up to as much or more than the UNIVERSAL down payment.

UNIVERSAL is sold on a basis which guarantees the purchaser a perfect installation, a turn key job, and relief from work and worry in connection with the installation.

THE PHOTO-TALKER COMPANY pays all installation and delivery costs out of the UNIVERSAL down payment while other companies require exhibitors to pay these extra costs in addition to their "lower" down payment.

It's six of one and half dozen of the other, but the PHOTO-TALKER Company believes its plan is more satisfactory to the theatre owners. We can give you the names of several exhibitors who bought other equipments who now believe that we are right.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

Coming!

to pack thousands of theatres

RICHARD TALMADGE

"ACE" of Screen Daredevils in the 3rd. of his smashing "ACTION SIX"

"SCAREHEADS"

The highest powered Newspaper melo-drama since "FRONT PAGE" the picture that mopped up



RICHARD TALMADGE takes this space to congratulate Howard Hughes on the smashing success of his sensational newspaper melodrama, "The Front Page." Although "Scareheads," Talmadge's smash newspaper drama, was scheduled for production long ago, Mr. Hughes beat us to it and we are glad he did for this great picture proved that millions of fans will pack thousands of theatres to see a great picture, depression or no depression.

"SCAREHEADS," the third of Talmadge's high powered "Action Six," is Talmadge's best to date. It gives the "Ace" of screen daredevils the big chance to do his stuff not duplicated by any Star in pictures today. Power, speed, action, punch describe "SCAREHEADS," and presents the famous "Dick" at his best, in the kind of a story and the kind of entertainment millions will applaud and hugely enjoy. High powered advertising and exploitation backs up this latest Talmadge release. GET A COPY OF THE SMASH PRESS BOOK NOW.

DO IT NOW
Get a copy of the Big Time Advertising and Exploitation
BOOK CAMPAIGN
"Scareheads"
that shows you how to mop up with

RICHARD TALMADGE PRODUCTIONS, INC.—Universal City, Calif.

Book, Boost and Clean up with TALMADGE'S ACTION SIX

NO UNION WALKOUT

Projectionists Locked Out Sec'y Claims

Union operators did not walk out in San Angelo but were locked out, according to a communication to Motion Picture Times received Tuesday from the Brownwood union, signed by H. E. Reed, secretary. Information in last week's story that Hughes-Franklin had gone non-union in San Angelo was received from the general office in Dallas.

The letter from the Brownwood union, which clears up the situation from the union angle, is reproduced as follows:

"In answer to the article published in August 25 issue of MOTION PICTURE TIMES on page one, concerning newly-organized union in San Angelo, Tex., I want to say that this article in whole is untrue and I want to make a correction of same.

"San Angelo has been in Local 693, located at Brownwood, for more than one year and there were not one of the boys who threatened to walk out if the contracts which they presented were not signed. But the truth is, when Mr. John Jones, city manager, found out that the boys were union men he gave them all two weeks' notice. Later some r— operators arrived in town and because the union men refused to break these men during their two weeks' stay, Mr. Jones fired them off the job right then.

"Now, regarding the contracts. The boys presented very fair contracts, not asking for any increase in salary but asked for two men in the big house. Later they tried to settle this thing with Mr. Jones, and come to some kind of an agreement but the only answer they got was, that he would not work union help at five dollars a week, so you see the whole thing is badly misrepresented.

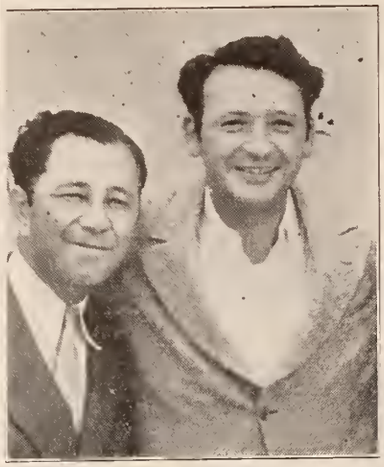
"The new theatre that will open on or about September 1, owned by independent men of San Angelo, thought that the contracts were very fair and did not hesitate in signing right up and these being the same contracts presented to Mr. Jones. * * *"

(Signed) H .E. REED.

Warner to Negri Film

Hollywood—H. B. Warner is the latest "name" to be added to the cast of Pola Negri's new RKO Pathe starring picture, "A Woman Commands." Warner joins two other players who have already been cast, Laurence Olivier and Roland Young. Paul L. Stein will direct the screen play of this Thilde Forster story. Horace Jackson did the adaptation and dialogue.

TEXAS FILM HEAD



AL WOLF AND TALMADGE

Because the name "Southwest Film Exchange" was not available as first thought, Al Wolf has chartered his new states rights exchange under the name of "Texas Film Exchange," he announced Monday. The Richard Talmadge action films were secured as the backbone of the new organization. Later, it has been announced that 24 action Melodromas have also been taken on for distribution in this territory. Wolf is a film man of many years' experience and has gotten up to the point of operating his own exchange.

Hefley's Bison Wins

(Continued from page 8)

Should a small house use 3 sheets? He says yes.

Nothing Impossible

Hefley gave away fine mattresses. He bought an Austin automobile and more than 3,000 tickets were sold when the car was given away. One hundred additional seats are to be installed and later the entire house will be enlarged to about 1,000 seats.

Actually, Hefley has done the impossible, according to many predictions at the time he took on the Bison. No one in this business, producers, distributors, equipment men or exhibitors, has never yet offered a plausible excuse for their failure to advertise intelligently.

Sunday Shows Win

Commerce—Special election was held here to determine whether or not Commerce should have picture shows open on Sunday. There were 470 votes cast, with the picture shows winning by four majority.

Again He's "Papa" Lou

Lou Bray, district booker for Universal, is papa again. This time a fine baby girl with both infant and mother doing nicely. A boy was born in the Bray household about two years ago.

Oklahoma Notes

Art LaMan, who has been with the Regal Theatres in Oklahoma City for the last few months, will open a booking office there with headquarters at Capitol Theatre and will book attractions for theatres, clubs, dances and fairs. He plans a department devoted to local productions.

* * *

Oklahoma City has again been awarded a franchise for the exclusive showing of RKO vaudeville, it has been announced by Warner Bros. The Warner Theatre, closed for the summer, will reopen for the resumption of the popular stage shows.

* * *

Warner's Midwest Theatre will show "Transatlantic" for one week beginning Friday, while the Liberty will show "The Sky Raiders" and on the stage, Al and Loie Bridge in the "Mystery Manor."

* * *

Pat McGee will show "Guilty Hands" at the Criterion, and Joan Crawford in "This Modern Age" at the Capitol, the usual Saturday Nite Preview at the Criterion being "Daughter of the Dragon."

LIP-READING

Mutes Learn to Enjoy the Talkies

Louis Richker, operator of the Gayety in Fort Worth, and a frequent Dallas visitor, brought into the TIMES office a clipping from a Fort Worth paper, which is reproduced below, about an interesting incident in connection with deaf mutes who frequently patronize his theatre:

"Present-day 'talkie' motion pictures come in for a lot of 'handversation' these days among the deaf mutes.

"Time was when movie subtitles enabled a fellow to enjoy the show. Now it's pretty much a matter of lip reading and guessing.

"Local deaf mutes have a noontime gathering place at Seventh and Main and at Ninth and Commerce. Even out-of-town members of the mute fraternity unerringly find their way to these corners. They talk about farm relief and unemployment and baseball and the 'talkies'.

"They are getting movie lip reading down to a basis of pure science.

"One of them got stymied recently, however, in a lower Main street film house. He tried vainly for an hour to read the lips of the players and left the theatre in disgust. When he reached the street he discovered he had attended an all-Spanish 'talkie.'"

Biz to Revive—Clemmons

Bob Clemmons, vice-president of Monogram, is one of the boys who believes that the film and theatre business will take on a brisk revival during the early fall season. His opinion, of course, is based on years of theatre operation in east and south Texas as one of the officials of East Texas Theatres, Inc., before he made his official connection with the Monogram exchanges.

OLDEST With the NEWEST IMPROVEMENTS



Low Factory Prices—Terms.

No Humidity — No Noise — Even Distribution

J. O. FORD, Factory Representative.

BLIZZARD SALES CO.

P. O. Box 594 Phone 9-3601 Dallas, Texas

THE ERPI SERVICE ENGINEER



Diagram of a Western Electric Sound System Circuit

knows his way through this intricate circuit

. . . that's why he is able to protect you against Poor Sound, Breakdowns, Program Interruptions and Lost Patronage!

Trained to Bell System standards of maintenance, the ERPI man can render this service more economically and efficiently than anyone else.

Backed by 50 years of voice transmission experience, the Western Electric Sound System is the finest equipment you can buy. Yet even the finest equipment needs regular, painstaking and expert inspection and service.

By keeping your Western Electric Sound System operating at peak performance for the life of your contract, the ERPI Service Engineer helps you earn dividends on your investment!

Western Electric SOUND SYSTEM

THE VOICE OF ACTION

Northern Electric in Canada

Distributed by

Electrical Research Products Inc.

250 West 57th Street, New York

THIS WEEK
in
HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc

THE feminine side of prison life is to be shown in "Ladies of the Big House" now in production at the Paramount Studios. Marion Gering has been given the directorial job and Sylvia is starring.

* * *

Fox studio officials have selected their own baby stars, following the Wampus scuffle over the failure of the publcists' association to elect a Fox femme player. Those selected as "Fox Debutante Stars" are Linda Watkins, Conchita Montenegro and Helen Mack.

* * *

Two writers, Herman Mankiewicz and Percy Heath, have been made producers on the Paramount production staff.

* * *

William A. Johnston has resigned as editor of the Hollywood Herald. He is succeeded by Leo Meehan.

* * *

Nine of the 30 features announced by Tiffany have been completed. Production schedule is said to be 35 per cent ahead of the plans originally designed.

* * *

Activities at United Artists have started with six pictures in preparaton. They are "The Greeks Had a Name for It," "Corsair," "Arrowsmith," "Cock of the Air," "Sky Devils" and "Scarface".

* * *

A series of 12 two-reel comedies will be produced by Frank Gay and Max Slobin.

* * *

"Range War" will be released under the title of "Range Feud". It is a Columbia picture starring Buck Jones.

* * *

Snitz Edwards, well known in character roles, has been seriously ill. He is recovering slowly.

The next Zasu Pitts-Thelma Todd comedy will be directed personally by Hal Roach. The title is "Pajama Party". Elizabeth Forrester, who had a fairly prominent role in "Holiday," has an important role in the comedy.

* * *

And speaking of "Holiday," Dorothy Tree, who was the original young sister in the stage version, will play the part of Ruth Chatterton's daughter in "Once a Lady".

* * *

Joe Sherman, publicist for Metro-Goldwyn-Mayer, and Mary Doran, actress, slipped away to San Diego recently and were wed.

* * *

Mack Sennett studios have suspended activities for a 30-day period. However, the writers will be busy preparing new stories.

* * *

MEMBERS of the various branches of the Academy of Motion Pictures Arts and Sciences are receiving nomination blanks for their choice of winners of the 1930-31 merit awards. According to Fred Niblo, secretary, the nominations should be received at the organization's office before September 15. Announcement of the winners will be made November 4 at the awards banquet, Ambassador Hotel.

* * *

It was a good week for extras. More than 750 got a break with Columbia and Universal using the greater part of them. Pictures calling for a large number of extras were "Gallagher" at Columbia and "Spirit of Notre Dame" at Universal.

* * *

Pola Negri starts soon on her first talkie, "The Woman Commands," for RKO-Pathe. She is recoverng from an illness which threatened to put her in the hospital for an operation. Doctors say she is okay now.

Fox has started production on "Delicious," which is to co-star Charles Farrell and Janet Gaynor. El Brendel has a prominent role.

* * *

Harold Lloyd is about to begin on his next feature comedy. The title of the opus is "The Gate Crasher" and will have a Hollywood background. Active production will start next week.

* * *

Marie Quillan, sister of Eddie, will appear in the first of a series of westerns to be produced by Willis Kent.

* * *

Such titles as "Glamour," "Penthouse" and "Pick-up" don't appeal to Radio officials who are seeking new names for pictures being produced under these names.

* * *

Frank Borzage has ironed out his difficulties with Fox and will remain with the studio as a director. His first assignment under his new contract will be "Salomy Jane." Janet Gaynor will probably play the title role.

* * *

Paramount Studio baseball nine added another victory to its imposing season's record by defeating the Pasadena Cubs, 12 to 10, in North Hollywood. Himburry led the studio nine with three hits out of four trips to the plate.

* * *

Mary Korman has completed an important role in "Are These Our Children," at Radio. She was loaned to that studio by Hal Roach, to whom she is under a long term contract, to appear as leading lady of his "Boy Friend" series. With the exception of a short period in vaudeville she has worked continuously from babyhood under the Roach banner.

* * *

Myles Connolly, associate producer at RKO-Radio, is the proud father of a son born at St. Vincent's Hospital. This is Connolly's second son. The first is eighteen months old. Mrs. Connolly, before her marriage, was Agnes Bevington, concert pianist.

* * *

JAY BRIAN CHAPMAN, who has frequently confessed to the McFadden Publications, is now a member of Don Eddy's publicity staff at the RKO studios. Jay is an old time P. A. who got a lot of front page breaks for Irene Rich in the good old silent days. He was recently with First National Studios in Burbank.

Industry Big User of Nation's Airways

Chicago—Members of the motion picture profession, both artists and executives, are noted for their ready adoption of any new device or convenience made available to them. Nowhere has this been more evident than in the aviation industry.

Cities in which motion picture studios are located were the first to show any considerable amount of air mail shipments. From Los Angeles and Hollywood, the air mail poundage of letters, films, advertising material and other mail matter, has increased steadily until it is among the first cities in the country in air mail shipments, according to United Air Lines.

When 31-hour transcontinental passenger service was inaugurated by United Air Lines early this year, members of the profession were the first and most frequent to make use of the new service, welcoming the time saving possibilities which enable them to have breakfast at home today and dinner in New York tomorrow night.

With the recent inauguration of national air express service by various air transport systems, a great deal of the rush flims, particularly newsreels which depend upon the time element have moved on the air express schedules. In the national surveys made preliminary to the establishment of the express service, film companies expressed a most emphatic interest and have justified their interest with actual shipments.

Not long ago one of the leading film producers, having just completed production on one of the outstanding films of the year, had prospects of an immediate booking on Broadway if the film were there for preview within a specified time. The producer put the film, as well as Helen Twelvetrees, on a transcontinental plane and had both film and star on Broadway a full day before the preview date. The presence of the star added considerably to the publicity attending the opening of the film.

On United Air Lines, whose two subsidiaries, Boeing Air Transport and National Air Transport, from the 31-hour transcontinental route over which air mail service was pioneered, approximately sixty per cent of the transcontinental air mail has been carried. And with the more recent inauguration of the 31-hour coast to coast passenger service, many members of the motion picture industry have traveled that route, saving hours of valuable time over surface methods of travel.

Frequently executives located in opposite sides of the continent and not willing to travel the entire distance, will arrange to meet midway in Chicago, the one coming from the Pacific overnight, the other coming from New York in a mere eight hours. Much more can be accomplished, they have discovered, by personal contact than by long-winded correspondence or even by long distance telephone.

Outstanding among artist members of the profession who have recently used the service of the United Air Lines over various sections of its widespread network, are Douglas Fairbanks and Mary Pickford, Will Rogers, the indefatiguable air traveler, Edward Everett Horton, and Sally O'Neill. Many of the writers now engaged in Hollywood have traveled to Hollywood by air, notable among these being Eugene O'Neil. Newspaper writers covering special assignments in the movie city have made up a veritable army on the nation's air lines. Among these, Harry Brundage, whose series of intimate articles about various stars appeared in book form not long ago.

Mack Sennett, famous comedy producer, is a frequent user of the air lines and not long ago, one of his transcontinental trips suggested a story for one of his comedies, using the air trip as a part of the plot. One of the feature pictures now being distributed, uses the regularly scheduled transport lines to take three girl heroines from Hollywood to Chicago.

The air service as presented by United Air Lines is well calculated to the convenience of a class of people whose time is so valuable. Leaving Los Angeles on a direct connecting line of Western Air Express, there is a choice of two schedules, one leaving early in the morning and arriving in Chicago at 8 o'clock next morning and in New York at 4:45 that afternoon. Or, leaving Los Angeles after dinner in the evening, the traveler is in Chicago at 7:15 the next evening, where he may remain overnight in Chicago, arriving in New York at 4:54 p. m. next day—or take an overnight train to the metropolis.

Billiard Series

New York—Willie Hoppe acknowledged world's champion billiard player for years, has been signed by Metro-Goldwyn-Mayer to show the world how to play billiards correctly in a special short subject directed by Zion Myers. As a contrast to his polished work, Henry Armetta and Monty Collins have been hired to demonstrate clearly how not to play the historic old game.

WE MEET *In* HOLLYWOOD

By Warren Stokes



OTTO BROWER

It is know a known fact that directors go on drinking parties following previews of their pictures. We met Otto Brower on just such a party.

While a large number of people go to the drug store to purchase the stimulating beverage for a house party, Otto Brower defies convention by taking his friends right on the premises. In answer to the clerk's "same as usual?" he answers with a nod of the head and is immediately served with a large tumbler of Coco Cola with two straws.

It was during one of these wild Hollywood parties, following a preview of his latest directorial assignment, "Hard Hombre," starring Hoot Gibson, that Otto Brower confessed to having been born in Grand Rapids, Michigan, ranching for several years in Montana, and trouping for four years as a Shakespearian actor with Robert Mantell.

Back in 1927, he started as a "pinch hitter" while assisting Richard Rosson in the filming of "Shooting Irons." Rosson became ill and was sent home. Brower went ahead and filmed the remaining scenes, wiring the studio that he was doing so. Results were highly satisfactory. He repeated a like operation while assisting William Wellman on "Beggars of Life." Rain threw the company behind schedule. It was divided into two units, Brower taking the one with the scenes and players of lesser importance, and the lost time was made up.

Following his two "pinch hitting" jobs, Paramount appointed him as a director and he did "The Santa Fe Trail," "Border Legion," "Light of Western Stars," "Fighting Caravans" and others.

We learned that Otto Brower had a serious motive behind the drug store party habit following a preview. He confessed that at such gatherings he overheard a lot of valuable unbiased comment from the customers discussing the picture pro and con. To say the least, he overheard plenty in regard to "Hard Hombre," enough to make him feel satisfied that he had given the public an entertaining picture.

OPPOSITE DEL RIO

Warner Baxter Signed for Radio Role

Hollywood—Warner Baxter will once more play the gallant caballero, this time opposite Dolores Del Rio in Radio Pictures' "The Dove" from the famous stage play by Willard Mack.

J. I. Schnitzer, president of RKO-Radio Pictures, announced that Warner Baxter would appear in the role played by Holbrook Blinn on the stage. It is a characterization not unlike that of the famous Cisco Kid, except that in this case Baxter will be on the right side of the law.

"The Dove" is scheduled to go into production during the first week of October under the direction of Herbert Brenon.



SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

This Showmen Uses Real Showmanship

UNLIMITED exploitation possibilities are shown by the activities of Eddie Selette, manager of the Arcadia Theatre in Portsmouth, N. H., who seems to be on his toes all the time and takes advantage of every opportunity to get increased patronage. To start with he calls the Arcadia "The Patrons Theatre" and supplies those attending with blank forms which they fill out with the selection of features they wish to have him show. Then he has a series of special nights, Tuesday being devoted to chinaware, Wednesday he gives away a free radio, Thursday is "Merchants' Night" with premiums and merchandise donated by local merchants. On Saturdays he runs a "Booster Club" and everyone attending has an admission card which is serially numbered. There are twenty-five numbers posted outside the theatre every Saturday and the holders of membership cards bearing these numbers are admitted free.

On the starting of a new serial he advertises that the first 50 kids to appear at the theatre on the opening day will be admitted free, and from the looks of some of the pictures which appeared in the local papers this drew a lot of gids. Also the serial business is further boosted by membership cards which, when presented at the door, the names of the holders are collected and ten names each performance are selected for free admission to the next episode.

He secured from a mail order house two beautiful bicycles which were awarded to the most popular boy and girl on a basis of ten votes with each admission ticket bought. This was run in conjunction with a local paper.

To further keep his house popular with the public every week he furnishes the bus line running out of Portsmouth with 800 programs which contain a complete bus schedule on the back cover. He also has a tie-up with the bus company which sells a combination transportation and theatre admission ticket at reduced rates. He is furnishing paper bags with some exceptionally clever copy for the theatre printed on them to several of the merchants and also he furnishes the local ball team with its admission tickets which contain the theatre advertising on the reverse.

Eddie has certainly showed himself a go-getter for the theatre and has made the name of his house a familiar one in Portsmouth and surrounding countryside. He has even gone to the trouble of furnishing book covers for two circulating libraries with the entire back carrying the message of his theatre to hundreds each week. This is the kind of activity that makes for success and it sure has proven its worth by results he has obtained, not only in Portsmouth, but in other places where he has been sent to boost business.

Felt Hat Tie-up

THE merchants in your town will be glad to cooperate with you in this stunt:

Last fall the merchants of Columbus, Ohio, wanted to promote felt hats. The Merchants' Association came to the rescue and made arrangements with a local theatre to accept straw hats as the price of admission to a matinee. The result was that practically every youngster in the city persuaded dad to give up his straw hat, so that a free ticket would be forthcoming. Thousands of hats were turned in, to be given to charity in the spring.

Plan this stunt now, as straw hats officially go out September 15. The merchants will be willing to pay well for this cooperation as it boosts the sale of felts.

Classified Ads Boost "Horn"

AL GONSIOR, manager of the Virginia Theatre, Champaign, Ill., included an interesting "questionnaire contest" in the extensive campaign he used to help succeed in his showing of "Trader Horn."

The Urbana Courier ran a classified ad questionnaire contest on "Trader Horn," for two days previous to the opening of the picture at the Virginia Theatre. Questions pertaining to certain incidents in the production were placed among the classified ads, and theatre tickets were awarded as prizes to those patrons sending ing the most correct replies.

Good Contest On "Politics"

A SMASHING contest offering $50.00 in cash prizes was included by Jerry O'Connell, manager of the Loew's Allen Theatre, Cleveland, Ohio, in the extensive campaign he used to exploit his showing of the Metro-Goldwyn-Mayer production, "Politics."

The novel contest ran in the Cleveland News for four days, under the title "What Would the Men Do, If the Housewives Went on Strike?" The contest was started on the Friday previous to the opening of the picture, with a two column picture of Marie Dressler and Polly Moran, double headlines and an interesting story. The results of the contest were published in the News during the run of the picture, with $50.00 in cash prizes and guest tickets offered for the best answers.

For a street ballyhoo, O'Connell used four men—who carried copy reading "The Wife's On Strike—She's In 'Politics' Now at Loew's Allen Theatre."

Children Contests Draw Business

FOX Midland theatres in the Kansas City territory have been drawing crowds and obtaining a world of good will this summer by staging children's contests.

In Sedalia, Mo., the Fox Liberty Theatre put on one of the most successful contests in the circuit. Twenty-eight young girls were entered, representing as many merchants in the city. Newspaper advertisements of the merchants carried pictures of the entrants and valuable theatre publicity.

The young beauties appeared during an entire week and a different stage attraction in connection was presented each night. The theatre presented the prizes. Newspapers and merchants cooperated enthusiastically. The contest idea was worked out by Fred Souttar, Fox Midland exploitation director.

Ideas for "Up for Murder"

STUNTS used on "Up for Murder" at the Metropolitan, Baltimore: Radio broadcast one week in advance and currently; giant 24-sheet net banner suspended at intersection in front of theatre; tie-up with McCrory's 5 and 10 Cent Store, in which they inserted candy slips into every bag of candy that was sold. These slips were imprinted with the name of the attraction, and lucky numbers. Fifty lucky numbers were posted in the lobby of the theatre, which entitled winners to passes; front window display of McCrory's 5 and 10 Cent Store was given over to tie-up; 2,000 tab "News-Heralds" were distributed. Some of these were distributed from prominent news stands in the city.

Two Stunts for "Night Nurse"

IN the exploitation of Barbara Stanwyck in "Night Nurse" at the Stanley, Jersey City, Charles Carroll got up two stunts that helped to arouse public interest. First of these stunts was a clover booklet entitled: "Confessions of a Night Nurse" as written by the heroine of Dora Macy's stirring novel. The "confessions" ran about twelve hundred words, was neatly printed on glazed paper and had an attractive cover. To add to the value of the book was a mathematical stunt by which one could by adding up certain columns of figures ascertain his or her normal blood pressure. The second stunt was an enormous practical book in the theatre lobby. Crowds of people attacted to it turned its pages to read the printed matter and examine enlargements of scenes from the picture.

Fire Tie-up

MANAGER C. J. LAWLER tied in very nicely with the fire department to exploit "The Fourth Alarm" playing at the Publix-Lawler at Greenfield, Mass. Through the sanction of the fire chief, a large sign was put on the main door of the Central Fire station, the sign reading, "Nobody at home today—We can be located at 'The Fourth Alarm' at the Lawler Theatre." The sign created a great deal of comment and was excellent publicity for the picture.

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

Timely Advice on Heating Equipment

SOME timely advice is being given out by J. H. Elder, maintenance director for Publix, who suggests that attention should now be given to the heating equipment. By carefully looking over the equipment now and making the necessary alterations and repairs, all will be in readiness when cold weather sets in, he points out.

"It is very essential," says Elder, "that heating equipment in all theatres be checked, cleaned and any necessary repairs made prior to the next heating season. To do this work now will cost less than if we waited and made the necessary repairs just before or after putting the equipment in operation for the winter.

"Below are a few items that should be checked in connection with your heating equipment:

"Fire-boxes, ash pit, back connections and all oil-burning equipment should be thoroughly cleaned.

"All boiler brick-work, firebrick, grates, sections, tubes, flanges or seams should be inspected, repaired or replaced where found necessary.

"Damper regulations, safety valves and gauges should be carefully checked, adjusted or replaced.

"Gauge glasses should be cleaned and where necessary replaced.

"Vertical or horizontal flues or chimneys, boiler sections and tubes should be thoroughly checked, cleaned and replaced, and repairs made, if possible.

"All air leaks in horizontal or vertical flues should be properly sealed with cement or fire resisting material. (Leaks can be determined by the use of a candle light, as the leak will draw or blow the flame, thus indicating that a leak exists.)

"Repair or replace all defective or leaking pipes, valves, radiators or other parts of such equipment. Repack all valves or hand-operated valves, radiators, pipe lines or boilers. Check all pumps and motors in connection with this equipment and see that they are thoroughly cleaned and in good condition.

"Inspect fans, fan motors, and see that these items are in perfect condition.

"Emergency repairs to equipment of this kind are very expensive in more ways than one, which makes it very important to be sure that the heating equipment is in first class operating condition in advance of the actual time this equipment is necessary.

"Be sure the boiler room is horoughly cleaned, and everything in perfect operating condition prior to the next heating season."

SMALL PROJECTOR

Portable Type Marketed by Arc Products

Arc Products Co., the newly organized equipment firm, is marketing a portable projector for black or white or natural color, adaptable for disc or sound on film.

Known as the Vocolor projector, the equipment can be assembled or disassembled in five minutes, and will pack in two compact rectangular containers with a combined total weight of less than 160 pounds, so that one man and a small car can handle it for any distance or purpose, the company states.

Among features claimed for the Vocolor projector are: long range "throw," showing color pictures as large as black and white; complete flexibility, enabling change from color to black and white, or vice versa, at will; normal speed of projection for color, same as black and white; low price of machine.

The apparatus is of simple construction, and the small number of parts means greater ease of operation.

A 16mm, Cocolor camera and projector also are put out by Arc Products. Vocolor is described as a simple process which takes color pictures on ordinary black and white panchromatic film through rotating color discs in the camera and projects through corresponding discs in the projector.

NEW LAMP LINE

Decorative Mazdas at 25 per Cent Cut

A new line of decorative Mazda lamps retailing at 15 cents was announced by Gerard Swope, president of the General Electric Company on, August 22. This represents a 25 per cent lower price than that at which standard lamps have previously been offered.

The new lamps are made in the 30-watt size; spherical bulb shape, and in two standard voltages, 115 and 120 volts. They are available in a variety of six bulb finishes and colors.

The lamps are intended primarily for decorative purposes but may also be used for general illumination.

FIREPROOF SCREEN

Visibestone Offers New Protection

Asbestos fibre is used in the manufacture of a new sound screen recently perfected by Keasbey & Mattison of Ambler, Pa. The screen is known as Visibestone and is being distributed by National Theatre Supply Company.

Keasbey & Mattison are internationally known as manufacturers of asbestos products. Asbestos curtains of their manufacture are widely used in theatres throughout the world. The new sound screen, being practically impervious to the application of heat or flame, should serve as a reliable barrier between the possible back stage fire and the audience.

In addition, it is claimed that the rod-like texture of the Visibestone screen lends unusual depth to the projected picture, while the scientifically compounded mesh permits greater and more even sound filtration. It is also pointed out by the manufacturer, that the ew screen very definitely corrects distortion of both sight and sound, now so noticeably apparent in many theatres. This correction is attributed to the special weaving and rod-like texture of the screen. Light is evenly reflected from the round surfaces of the asbestos threads into the remote angles of the auditorium.

ON FULL PAY

Operators Took Cut For Ten Weeks

New York—Operators throughout the country, who took salary cuts averaging 7½ per cent over a period of ten weeks, are back on full pay again. It is estimated by William Canavan, head of the International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators, that exhibitors in Canada and United States were saved $800,000 by the voluntary cut.

Circuits and independents profited equally by the reduction, Canavan pointed out. He further stated that there were no strings attached to the offer. "We did it because we felt it our duty to help the theatre owners in time of need," Canavan explained.



ABIDE BY RULES

Ticket Industry Agrees to Trade Code

Trade practice conference rules suggested by the Federal Trade Commission for the roll and machine ticket industry in which members agree to strictly ethical business practices and the standardization of rolls and tickets, have been accepted by 13 firms. Company names and by whom represented at the conference follow:

American Amusement Ticket Mfrs.' Assn., Washington, D. C., Charles Comradis; Ansell Ticket Co., Chicago, George Clendenning; Globe Ticket Co., of N. E., Boston, Mass., J. W. Cummings; World Ticket Supply Co., Inc., New York City, J. C. Enslen; Nation Theatre Supply Co., Chicago, W. E. Green; Globe Ticket Co. of Cal., Los Angeles, H. R. Keen; Globe Ticket Co., Inc., Jacksonville, Fla., H. R. Keen.

Weldon, Williams & Lick, Fort Worth, Ark., C. A. Lick; Technical News Service, Washington, D. C., B. F. Linz; International Ticket Co., Newark, N. J., Milton M. Manshel; Simplex Ticket Co., Chicago, W. L. Peabody; Automatic Ticket Register Co., New York City, A. G. Seeback; Globe Ticket Co., Philadelphia, Pa., P. C. Snow.

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EQUIPMENT FOR SALE

1,800 FINELY appointed spring cushion chairs; brand new; full upholstered backs; wonderful buy. Write for photo. C. G. Demel, 845 South State, Chicago, Ill. 9-8

PRACTICALLY NEW — Two Peerless low intensity reflector arc lamps, two Forest rectifiers; perfect condition; reasonable. Detroit Service, 477 West Alexandrine, Detroit. 9-1

TWO SIMPLEX machines, rewind, rectifier, Phototone non-synchronous, reasonable. W. Gertman, 729 West 21st Place, Chicago, Ill. 9-1

BRANDT automatic change-maker with chute to deliver change to customer; like new, $65; cost $125. B-379, Associated Publications.

FOR SALE — Three Simplex projectors rebuilt, two Powers 6B, two Strong Hy-Low lamps, two incandescent lamphouses and regulators, two motor generators, three amplifiers, Racon horns with giant new type units priced right for quick sale. F. T. Welter, Dausau, Wis. 9-1

THEATRES FOR SALE

FOR SALE OR LEASE—Lyric Theatre, Erwin, Tenn.; 350 seats, disc equipment, population 5,000; one competitor; $2,500; cash, $250. Easy terms on balance. F. E. Perryman, Elizabethton, Tenn. 8-25

COMPLETE equipment, talkies, can continue to operate or move. Batavia Theatre, Batavia, Ohio. 9-1

NEARLY NEW equipment, sound-on-film, Sunday town. Grand Theatre, El Paso, Ill. 9-1

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

POSITIONS WANTED

AT LIBERTY—Good sound operator; do own repair; married; willing worker; moderate salary. H. Swatek, 401 Gelbert Ave., Peoria, Ill. 9-1

OPERATOR AT LIBERTY—20 years' experience; will go anywhere; married, steady and reliable. B-380, Associated Publications. c9-8

EXPERIENCED sound projectionist, repairman, wants position; disc. Paul Hadley, Piggott, Ark. 9-1

THEATRES WANTED

THEATRE WANTED—Experienced theatre man will lease or rent theatre in town over two thousand. Will install new equipment and remodel if conditions justify. Princess Theatre, Cayuga, Ind. 9-1

MOVIES for lease, sale or trade. Describe fully. Miller Theatre Broker, 321 Securities Bldg., Des Moines, Iowa. 9-1

MOVIE—Fully equipped, $2,250. Miller Theatre Broker, 321 Securities Bldg., Des Moines, Ia. 9-1

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POPCORN

SOUTH AMERICAN VARIETY $12 per hundred pounds; Brazilian Sunburst, $7.50 per hundred; Jap Hulless, $5 per hundred. Popping condition guaranteed. Douglas Co., Box D7631, Kansas City, Mo. 9-29

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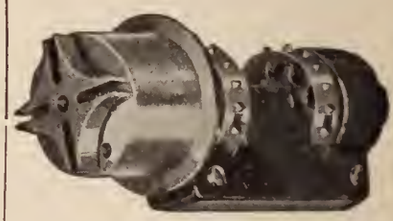
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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Caught Plastered

RKO—72 Minutes

Cast: Bert Wheeler, Robert Woolsey, Dorothy Lee, Lucy Beaumont, Jason Robards, DeWitt Jennings, Charles Middleton, Bill Scott, Nora Cecil, Josephine Whittell. Directed by William Seiter.

Here again we have the popular trio consisting of the eminent Bert Wheeler and Robert Woolsey, and sweet Dorothy Lee. A laughing good picture that should please any audience—very cleverly handled and contains laugh after laugh, which is broken at intervals by touches of sadness that last for only a moment, however, and then soars to the topmost heights of mirthful laughter again. And with Ralph Spence as writer of the dialogue, you know it's bound to be good. The original title of this picture was "Full of Notions."

Lucy Beaumont plays the very convincing role of the pathetic, motherly widow, who has an unprofitable drug store on her hands, a mortgage loan to meet, the choice between the Old Ladies' Home or making the drug store pay, and no one to help her. That is, until Wheeler and Woolsey come to the rescue and manage the store for her, and then things start "percolating." Complications begin to develop when the man holding the widow's note refuses to sell her any more drugs, with the result that Wheeler and Woolsey discard the sale of drugs entirely (a slam obviously at the chain stores), but sell practically everything else. This angers the villain, especially when he sees they are on the road to success, for he wants to buy the property from the widow for almost nothing; so he makes arrangements with a bootlegger to sell them what is supposed to be a famous lemon soda, but in reality, unbeknown to Wheeler and Woolsey and the widow, contains intoxicants. The drug store is packed with customers after that, and the fun begins when everybody gets "stewed." Dorothy Lee, who is the daughter of the chief of police, and the girl of Wheeler's heart, is in the drug store at that time, and does some amusing antics in her drunken stupor. At that time, also, the villain calls Dorothy's father and tells him to raid the place as a speakeasy. Everyone is taken by surprise when the police arrive, but it all ends happily with the villain under arrest and the widow independently rich, without having to face the prospect of spending the rest of her days in a home for the aged.

SELLING SEATS: Just advertising the popular trio should be enough to let 'em know there's a good show in town. Tie-up with the drug stores in your community, featuring a special Wheeler-Woolsey lemon soda, but of course not spiked as in the picture, if you want to be within the law.

Bad Girl

Fox—90 Minutes

Cast: Sally Eilers, James Dunn, Mina Gombell, Frank Darien, William Pawley. Directed by Frank Borzage.

Story by Vina Delmar that is packed with human interest and will appeal to all. Looks as though Fox had made a fine discovery in James Dunn who plays the part of the apparently hard-boiled radio man with a heart of gold.

Sally Eilers is the city girl who gets married to escape her brother's wrath and when she is to become a mother keeps it from her husband (James Dunn) for fear it will interfere with his life-long ambition to own his own radio shop.

He thinks she is opposed to motherhood while she feels that he has the same idea and this misunderstanding causes them to drift apart until false fear that their baby had come to harm in the hospital brings out the real feelings with the clinch for a fade-out. Plenty of handkerchiefs will be wet by this one. Borzage did fine work on direction and supporting cast well chosen. Looks like a box office natural.—Southwell.

SELLING SEATS: Title can be used for good exploitation. Sell the new star big, he deserves it. Fine tie-up with radio stores.

Bought

Warner Bros.—83 Minutes

Cast: Constance Bennett, Ben Lyon, Richard Bennett, Dorothy Peterson, Raymond Milland, Doris Lloyd, Maude Eburne, Mae Madison, Clara Blandick, Arthur Stuart Hull, Edward J. Nugent and Paul Porcasi. Directed by Archie Mayo.

Lavish production of just the style for Miss Bennett to wear beautiful clothes to please the feminine audiences. As the daughter of a seamstress she entertains ideas beyond their means and as a model she becomes acquainted with an elderly gentleman buyer (Richard Bennett) who secures her a position as secretary to a doctor with a wealthy clientele. Through this position she meets a son of wealth (Raymond Milland) and is about to marry him when he learns that she is born out of wedlock and after a carefully handled seduction scene she returns to her former boy friend (Ben Lyon), a poor writer. It is then that she learns that the elderly gentleman who has been so kind to her is her own father. He brings about the lovers' reunion at the finish. Excellent sophisticated entertainment especially for the ladies.—Southwell.

SELLING SEATS: A fashion show would tie up well with this one. Sell the star on past performance.

Hard Hombre

Allied Pictures—65 Minutes

Cast: Hoot Gibson, Lina Basquette, C. Raymond Nye, Jack Byron, Rosa Gore, Florence Lawrence, Jessie Arnold, Chris Frank. Directed by Otto Brower.

M. H. Hoffman, Jr., has hit the bull's eye again with his third of the Hoot Gibson series. Nor can we overlook the fact that Jack Natteford penned a story that is decidedly different from the average run of westerns, one that will undoubtedly please Gibson's juvenile fans and increase his adult following.

The story places Hoot in the role of a peaceful ranch hand sticking to his mother's teaching that fighting is bad on the eyes and worse on a man's character. His resemblance to a two-gun desperado gets him into some tight places and humorous situations. With the whole countryside mistaking him for the desperado he has things pretty much his own way until the real killer appears on the scene. Hoot tries to iron out the difficulty in a peaceful manner until his mother is insulted by the bad man. A real fight follows and Hoot cleans up on the killer for keeps.

No stage holdups or cattle rustling and a little less of the hard riding. It is a distinct departure in tales of the west with a new idea in a familiar setting that should prove delightful entertainment both to mass and class.—Warren Stokes.

SELLING SEATS: Bill it as entirely different to anything previously done by Gibson. Sell the fact that a peaceful chap becomes fighting dynamite in defense of his mother.

SHORT SUBJECTS

The Lone Starved Ranger

Radio—20 Minutes

The stuttering comedian, Rosco Ates, plays the part of a starved tramp or should we say ranger. Through no fault of his own he becomes sheriff of a small town and captures Rattle Snake Pete, the sheriff killer. He doesn't stay in town long enough to eat or collect the five hundred dollar reward. Rosco's shorts are always good for a number of laughs.—Sam Brown.

His Wife's Jewels

Paramount—15 Minutes

Here is a clever comedy featuring Tom Howard. Howard is seen as a gentleman safe cracker, who is caught in the act of robbing a safe in a wealthy man's home. The burglar gets into a conversation with the home owner and the dialogue here is very funny. Howard says he can't accept some of the jewels in the safe because they are not up to standard. It's just a lot of hokum comedy that should please the majority. Eddie Cantor wrote the story. It's okay.—Steen.

Big Ears

M-G-M—20 Minutes

In the past the "Our Gang comedies have had an especial appeal to the kids, who usually are good "Gang" fans. But this one is more for the interest of adults, with very little of the old-time juvenile punch which made this series famous. Many more of this type of "Our Gang" comedies will have a bad effect on the future popularity of these shorts. The theme is a domestic one, dealing with a mother and father who fuss at each other continually and the bad effect it has on the child. The idea is all right and it might teach a lesson. But for "Our Gang" material, it's not so good. Wheezer, Petey the dog, and Stymie, the colored boy, are the chief characters.—Steen.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
WM. G. FORMBY, *Managing Editor*

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THAT PERENNIAL PROBLEM---LEGISLATION

WITH so many state governments in financial hot water it is a foregone conclusion that the legislative sessions this fall and winter will witness even more tax bills aimed against the motion picture industry than in any previous year. The industry was quite successful in defeating a large number of pernicious bills last season. But it will have to double its defensive to be successful in the legislative sessions just ahead.

Pete Harrison, champion of the independent exhibitor cause, who has helped them in many instances, is urging the independents to request their assemblymen to put through bills that will place heavy tax burdens on the chain theatre organizations. We're surprised that Pete would make such a suggestion. Adverse legislation of any kind aimed at any faction of this industry would be harmful to the independent exhibitors in one way or another. Too, discriminatory legislation of such kind is very apt to result in tax laws being passed generally against all theatres, including the independents, thus harming rather than helping them. Further it is to be remembered that, if taxation is brought in any state against the producers, such tax will, in all probability, be tacked onto film rentals. An instance is the 5 per cent excise tax that existed during the war.

We believe that a better suggestion comes from Fred Wehrenberg, aggressive exhibitor leader of St. Louis, who has some fine legislative victories to his credit. Mr. Wehrenberg recently made the following statement: "The Missouri Legislature, as you know, adjourned without passing a single tax bill that was detrimental to our industry, though several were presented. This was largely due to the fact that the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, always see to it that several exhibitors are members of the General Assembly. L. C. Hehl, our secretary, has been an active member of the Missouri House for seven years. I would advise all other state units to see to it that exhibitors are elected to the General Assembly. In that way they have close contact at each and every session of the Legislature."

Missouri is not the only state that can boast of exhibitor assemblymen. But there should be, as Mr. Wehrenberg suggests, at least one exhibitor in the House of every state of the Union. Other businesses are so represented. Why should theatremen be an exception?

The time is gone when the exhibitor can hope to pass onto the public any taxation that is placed on his ticket sales or otherwise assessed against his business. It is not too early now to urge that a weather-eye be kept on legislative business this fall and that no stone be left unturned to ward off adverse bills.

Ben Shlyen



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Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

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SEPT. 22, 1931
VOLUME VIII NUMBER 2

MOTION PICTURE TIMES



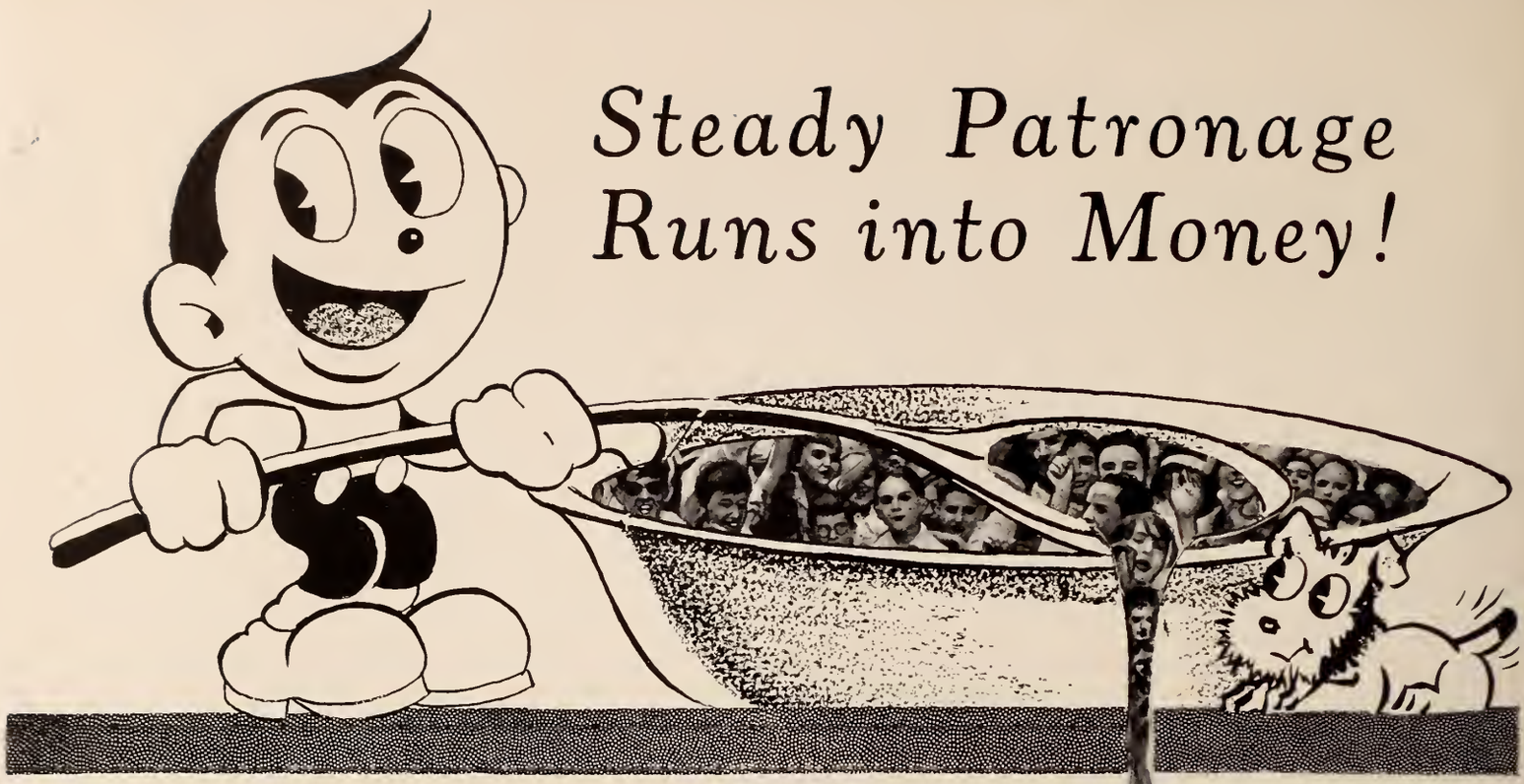
INDEPENDENTS HOLD PRODUCT MEETING

SEVEN THEATRES GO NON-UNION IN FT. WORTH

COLUMBIA DALLAS BRANCH BOOSTS SALES 125 PER CENT.

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Steady Patronage Runs into Money!



"Scrappy" the new Cartoon Sensation of the Screen!

Once they've seen this irresistible short feature, they'll always want to see it.

"Scrappy" is the only human character now in cartoon movies.

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Exhibs Discuss Product

Seven Now Non-Union in Ft. Worth

A Columbia Boost

CHAIN-UNION PACT

Hughes-Franklin Accepts Dual Booth Demands

After notifying the Dallas local that two non-union men would replace the three or four union operators in the Ritz booth on Elm street, the Dallas office of Hughes-Franklin has signed a new agreement with the union which calls for two men.

This ends a squabble that has been going on for several weeks, the old union contract having expired September 1.

BUFFALO MOVES

New Offices Two Doors From Former Abode

The establishment of Buffalo Engineering Company, theatre cooling distributors, has been moved two doors down Harwood street, yet still remains in the Lone Star Gas building directly across the street from the film houses.

The former location was 313 S. Harwood, but George W. Thornton selected the corner of that skyscraper in which to make plans for next year's cooling installations. The Buffalo company's new address is 315 S. Harwood.

Speed "Hombre" Date

Bob Clemmons, official of the Monogram organization, said that the release date for the third Hoot Gibson western was speeded up to September 18. This picture is titled "Hard Hombre," and has just finished a Dallas Elm street run at the Ritz, Hughes-Franklin house.

Dallas Branch Sales Increase 125%; "Believe It or Not"; More Yet to Come.

When a dog bites a man, it has little significance, so the saying goes, but if a man bites a dog that is an entirely different matter. Last issue we carried a paragraph that Columbia had increased its sales 25 per cent over the same period last year.

A definite check-up Saturday revealed that the increase was not a mere 25 per cent, which would have been good, but that it was a phenomenal increase of 125 per cent over last year's business up to this time. More than that, this increase will be swelled within the next few days with several cir-

(Continued on page 4)

Penix and Lewis Houses Latest to Give Union Walking Papers; Indies Form New Group.

Following controversies between representatives of the projectionists' union and Earl Penix, operator of the Texas, Hippodrome and Capitol in Ft. Worth, those three houses went under the open-shop banner last week, taking the path mapped out previously by the Gayety, Texan and Odeon, all of which are using non-union men.

Leon B. Lewis, manager of the Liberty, deluxe second-run house, is reported to have given the union two weeks notice, insisting on two men in the booth instead of four. It could not be learned if any reconciliation came about up to this time.

The non-union men are organizing a separate union for Fort Worth, it is said, with the idea of giving theatres the benefit of displaying a union sign. Top scale in this union is $25, it is reported.

Two Held at Ft. Worth on Stench Bomb Charges

Ft. Worth—Charges of attempted arson at one theatre and of hurling stink bombs into another were filed in court here against John L. Lewis.

The arson attempt case, filed in Justice court, charged Lewis poured gasoline down a vent at the Odeon Theatre, 1004 Main, and then tried to fire it with a gasoline and phosphorus bomb.

Witnesses in the case are a special officer, who arrested Lewis, and guests of the Imperial Hotel, next door to the theatre, where Lewis had a room.

The stink bomb charge, in County Court at Law, charges he hurled bombs into the Gayety Theatre, 1501 Main, on August 26 and September 7.

Officers saw a man step out of a hotel window opening on the theatre roof. He was reported to be carrying a hot water bag filled with gasoline, two fruit jars full of gasoline, and a pair of gloves soaked in the liquid. When he saw the policemen he threw the hot water bag to the ground, and went back in the room.

The policemen arrested him there and took him to central station for investigation. He had rented the hotel room previously.

Independents Meet at Henderson; Rumors of Suit Against Circuit and Exchanges Current.

Seven independent theatre owners in the east Texas area convened in Henderson last week to discuss the product situation as applied to their towns and to form plans to secure a future supply of pictures to satisfy the running time of their respective houses.

The meeting is reported to have been held in the Victory Theatre, owned and operated by W. H. Powers. Those said to have attended were L. M. Threet, of the Texan at Lufkin; W. M. Shieldes, of the Liberty at Tyler; C. O. Murphree, Dixie at Kilgore; W. R. Buffington, Strand at Orange; Col. H. A. Cole, of Dallas; C. T. Thompson, of Longview; and Powers. The report was uncertain, however, as to Mr. Thompson's presence.

May Bring Investigation

A case is reported to be in preparation against the East Texas Theatres, Inc., and certain film companies, based on letters, which are said to be in the files of Threet, from certain film companies on existing contracts. The matter has been placed in the hands of Mr. Allred, of Henderson, attorney and brother of J. V. Allred, attorney general of Texas. The report also states that the attorney general has either accepted, or looked with favor on the proposition to investigate the situation thoroughly.

Thanx, Mr. Mason!

L. J. (Shine) Mason, manager and part owner of the Palace in McAllen with Publix, renews his subscription to MOTION PICTURE TIMES, with the following comment:

"Thru its columns I keep up with all of my friends on the Row as well as the activities of theatres in Texas, Oklahoma and Arkansas."

Monogram Clicks in Week's 'Buy Now' Sales

With practically every important situation in Texas closed up for the Monogram product for 1931-32, Harry Silverman, of the Dallas office, unfolded the records Saturday disclosing that the word "practically" might be narrowed down a few notches in favor of using the "100%" term.

The Mart Cole circuit of eleven towns closed Saturday with Monogram for 11 one hundred per cent contracts, Silverman declared. The Cole towns are Rosenburg, Richmond, Yoakum, Floresville, Halletsville, Liberty, Daisetta, Hull, Dayton, Needville and Eagle Lake.

The Baker Show Company, of Lockhart, closed Monogram contracts last week for Luling, Smithville, Gonzales and Lockhart.

During the same week the following individual theatre operators completed their deals for the Monogram 34: F. W. Zimmerman, San Marcos; W. J. Wooten, Canyon; Miss Martha McSpadden, Electra; T. W. Dunn, Mineral Wells; A. V. Wade, of Gainesville, and the Majestic at Henrietta.

There's a small circuit or two still on the other side of the fence and a few one theatre situations that haven't yet been signed, but it's still a long time left in 1931, Silverman said, and the Monogram box office results over the Southwest will before that time be a greater influence over the few remaining unsold towns.

The Monogram 34 includes the six Hoot Gibson de luxe western produced by M. H. Hoffman, Jr.; 8 Tom Tylers, 8 Bill and Andy westerns, and 12 mighty melodramas.

Closed Pending Suit

The Palace in Mason, Tex., operated by Otto Schmidt, is reported closed pending suit instituted by RCA in the amount of $4,000, it is said. The equipment is in custody of the sheriff and the case comes up at an early date, it is learned.

Davidge Visits

T. Miller Davidge, of Durant, Hughes-Franklin manager, was in Dallas Sunday morning.

Columbia Sales Up

(Continued from page 3)

cuit deals pending, the delay having been caused by Columbia holding out for more money, due to the recognized quality of its product.

Another booker has been added to the Dallas office personnel. A. M. Witcher, shipper, who has been in the organization many years, since W. G. Underwood organized Specialty Film Company, has been promoted to assistant booker handling shorts.



J. B. Underwood

The Columbia office is visibly a busier place than it used to be and if anyone wants a verification on the 125 per cent, it is certain that he can get it.

Evidently the exhibitors have more sound information this year on which to base the Columbia buy than heretofore. Let us suggest that the Columbia product has been advertised consistently in MOTION PICTURE TIMES where most of the exhibitors in Texas, Oklahoma and Arkansas get their weekly dish of local color advertising and trade news.

And evidently, Columbia is stepping in this year on a whole lot of somebody else's business. Guess whose?—V. W. C.

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ALL A.C. OR BATTERY EQUIPMENT
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"REQUEST WEEK"

Oak Cliff Books Antiques and Wows Populace

Puzzling to the way of thinking of many showmen who frequent Harwood street, the Texas Theatre in Oak Cliff, 2,000 seats first run house for that portion of Dallas in which more than 75,000 people reside, has just staged what it termed "request week," in which some of the outstanding films of the past year have been re-run.

"Common Clay" was taken off the board Friday. "The Divorcee" was run; "Flight" was re-booked, and one or two others came in for their parts of what money these pictures might have left during their several previous Oak Cliff runs.

KIDDIE WHOOPEE!

Special Shows a Dime to the Youngsters

Saturday morning activities at both the Old Mill and Palace theatres, in Dallas, operated by Publix, are building up juvenile patronage considerably. At the Old Mill special kids program are run and the program otherwise augmented in what is called the Big Brothers Club.

At the Palace, Harold Ramsey fingers the organ for his kid friends, they sing, and also see a serial thriller. This is known as a Whoopee organization. Admission at both houses is one dime—ten cents.

Columbia Football Shorts

J. B. Underwood has received advance information from Columbia's home office telling that a new series of six football thrill shorts will be released by Columbia shortly. To this he adds that the percentage returns on "Dirigible" have been greater than anticipated.

Benedic Tours

A. Jules Benedic, M-G-M representataive, toured the Panhandle section recently for the first time in several years, renewing many acquaintances, he said. After a short session he left for El Paso to confer with Senor Raphael Calderon, chief of the International Amusement Company, which is one of Benedic's tri-yearly affairs.

15% Off on Parts for All Projectors
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Reno Is Hot Fan-Fare
--but MONOGRAM Makes It Sizzle!

Other Companies are Making Reno Pictures—but MONOGRAM is now releasing one which is good enough to have just finished playing

Grauman's Million Dollar Theatre
LOS ANGELES.

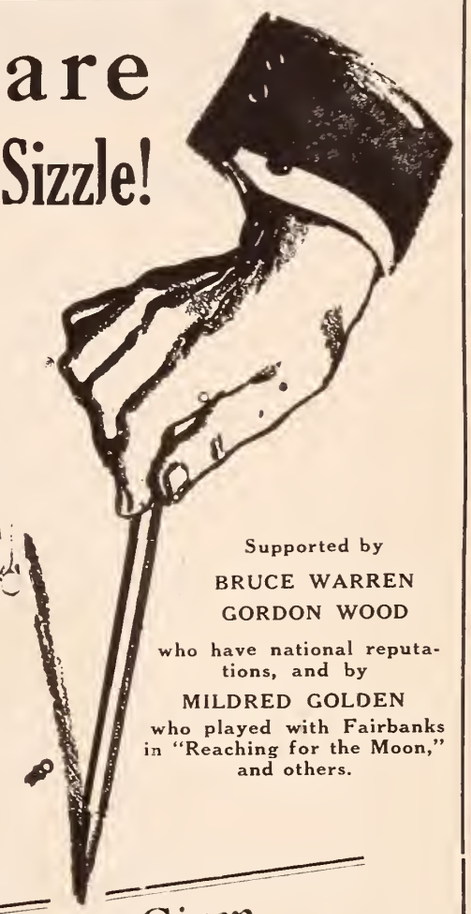


That picture, Mr. Exhibitor, is—

"MOTHER AND SON"

STARRING

CLARA KIMBALL YOUNG



Supported by
BRUCE WARREN
GORDON WOOD
who have national reputations, and by
MILDRED GOLDEN
who played with Fairbanks in "Reaching for the Moon," and others.

Talk About Publicity!

The Associated Press just flashed this big story on the FRONT page of the Dallas News and in thousands of other newspapers all over the country.

Patrons Are Ready For "MOTHER AND SON"

—Let Them Have It NOW! It Means SRO Business.

In Month, 688 Divorces Given As Whoopee Thrives in Reno

RENO, Nev., Sept. 16 (A. P.).—Bonds that held together 688 unhappy marriages were severed last month in this city of make-believe.

The divorces cost an average of only $125 each, but small fortunes were left behind by those who sought, during the six weeks they were required to live here, to drown their domestic tragedies in the gay whirl that has made Reno famous as a whoopee town.

Gambling row never closes. The click of chips, the whir of the little white ball on the roulette wheel, the tickety-tickety-tick of the "wheel of fortune" and the cries of the "Keno from Reno" callers are heard twenty-four hours a day, Sundays included.

The stakes are not high on gambling row, but at outlying night clubs the divorce colony plays high, wide and handsome with $100 bills changing hands in startling rapidity.

Whoopee-makers, who have come here to get rid of spouses and forget, dine and dance at the Silver Slipper, stay late at Belle Livingston's "barn" and drink every kind of liquor imaginable at sixty speakeasies.

Nevada has no State prohibition act and so the bootleg establishments operate unmolested save for periodic raids by Federal agents from San Francisco.

When the divorce has been granted the man or woman who is single once more starts for home. All of them have testified under oath on the witness stand they intend to make Reno their home for an indefinite period, but most of them leave by first plane or train when they have won their marital freedom again.

Monogram Also Stands Ready With

6 HOOT GIBSON De Luxe Westerns
Produced by M. H. Hoffman, Jr.

8 TOM TYLER Action Westerns

8 BILL and ANDY Westerns

12 MIGHTY MELODRAMAS

34 Productions — 12 Already Released

MONOGRAM PICTURES CO.

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623 GRAND AVE. — Phone LD 635 — OKLAHOMA CITY



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Rialto, Arkansas Pass
Palace, Arlington
Dixie, Athens
Skinny, Austin
Dunbar, Austin
Texas, Austin
Dixie, Bastrop
Colonial, Bay City
Arcadia, Baytown
Jefferson, Beaumont
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Alamo, Bellville
Beltonian, Belton
Palace, Brady
Simon, Brenham
Palace, Bryan
Palace, Burkburnett
Milan, Cameron

Olympic, Canyon
Winter Garden, Carrizo Springs
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Colonial, Clarksville
Orphic, Columbus
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Auditorium, Crockett
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Palace, El Campo
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Palace, Freeport
Liberty, Fort Worth
Gayety, Fort Worth
Tivoli, Fort Worth
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Majestic, Gainesville
Palace, Georgetown
Crystal, Gilmer
Ritz, Gladewater
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Texas, Haskell
Palace, Henderson
Dorothy, Huntsville
Northside, Houston
Dixie, Iraan
Palace, Jacksonville
Lyric, Jefferson

They're Booking The Old Fightin' Cock's



Constance Bennett
in "THE COMMON LAW"
"LADY WITH A PAST"
and 2 more



Ann Harding
in "DEVOTION" "PRESTIGE"
and 2 more



Helen Twelvetrees
in "A WOMAN of EXPERIENCE"
"BAD COMPANY"
and 2 more



Ina Claire
in "REBOUND"
A country-wide sensation

ARE SMART SHOWMEN!

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Strand, Orange
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Queen, Palacios
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Ramon, Raymondville
Rialto, Refugio
Palace, Robstown
Strand, Rogers
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State, San Antonio
Plaza, San Antonio
Strand, San Antonio
Obrero, San Antonio
Uptown, San Antonio
Highland, San Antonio
Harlendale, San Antonio
Venus, San Antonio
Zaragosa, San Antonio
Progressio, San Antonio
Broadway, San Antonio

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San Juan, San Juan
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and Bank Booking Personality Group!



Bill Boyd
in "THE BIG GAMBLE"
"SUICIDE FLEET"
and 2 more



Eddie Quillan
in "SWEEPSTAKES"
"THE TIP OFF"
and 2 more



Robert Armstrong
in "THE TIP OFF"
Co-starred with Eddie Quillan



Tom Keene
in "SUNDOWN TRAIL"
and 5 more whirlwind westerns

RKO PATHÉ

The Old Fightin' Cock Crows every Friday night 10:30 N.Y. time, RKO THEATRE OF THE AIR — NBC hook-up of 44 coast-to-coast stations!

THE PUBLISHER'S PAGE

Individuality That Counts

IN a business in which personalities count for so much it was inevitable that the star, somewhat lost in the early scuffling days of the sound era, would return to importance. It was likewise inevitable that individuality would be recognized for its true worth and the theatre circuits would give that individuality an opportunity to show itself, first, by giving their managers more authority and second, by returning to individual operation those theatres in which circuit management failed to show a profit.

IN the matter of stars there is no gainsaying that they have box-office value. With the coming of sound to the screen and the natural adoption of stage plays for screen fare, stage players as "all-star Broadway casts" came into considerable prominence. New names and new faces were sought. The hinterland had not heard of the majority although they were very bright lights on Broadway. Of the many dozens that were recruited for picture work only a mere handful remained to be featured or starred. Some, it is true, made very big hits and built up quite a large following. Good stories, well produced, helped considerably to create this following, for the new faces. But the public likes to idolize and so, the attempt to do away with the star system by featuring all-star casts, many of unknown screen names, was a failure. So the personality is again a factor to be reckoned with in this changing business of ours. And it's not such a bad thing, after all. The public doesn't know what a picture is until it has seen it. But, having seen a star once, it knows what his or her abilities are and what kind of a performance it can expect and, though the story must have merit to continue that interest and following, it's of secondary consideration with Mr. and Mrs. Public.

GIVING managers more leeway in the operation of their theatres, cutting down on the shifting-about policy of transferring a man to another town after he has taken a house out of the "red," letting him become a permanent member of the community, is good business. Personality in the management of theatres is just as important as it is on the screen.

RETURNING of theatres to their former owners for individual operation is something that has been predicted by many ever since the big circuit idea first came into existence in this business. This presages a strong return of the independent showman. Independent producers and distributors already have returned as important factors in a business in which they once thrived. Putting the making of pictures and their distribution and exhibition once again in the hands of many is a good sign. It makes for initiative, enterprise, originality, healthy competition, which summed up spell p-r-o-f-i-t-a-b-l-e p-r-o-g-r-e-s-s.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

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Name Relief Committees

COLUMBIA-STANWYCK TRUCE

Actress Agrees to Make Three Pictures Within Year; Will Also Star in Three for Warner.

Hollywood—Settlement of the controversy between Columbia and Barbara Stanwyck was made last Wednesday when injunction proceedings were dissolved by mutual agreement. Plans were started immediately for Stanwyck to make the first of three pictures for Columbia.

The agreement is said to be a three-way affair, involving Warner Bros. as well as the other parties. Stanwyck is scheduled to make three pictures for Columbia, starting with "Forbidden," shelved when the actress allegedly refused to continue, in one year. It is understood she will also go through with her Warner contract, which calls for three pictures.

End of the bitter battle came following a conference between Barbara and Frank Fay, her husband, and Harry Cohn.

"A Fair Deal"—Feist

M-G-M to Consider Each Buyer's Problem on Basis of Merit; Invite all "Complaints."

New York — Consideration of each buyer's problem on its merits was pledged to the continuing committee of the national protest meeting by Felix Feist, in charge of distribution for M-G-M. An invitation was extended through the committee to any exhibitor with a "justifiable complaint."

Feist told the committee he believed such presentation would result in an understanding between customer and company which would "eventuate in a contract."

The committee, in its formal report, stated that it will continue to function "in an endeavor to reach better understandings in every possible way the situation of the independent theatre owner."

HI-LITES IN THE WEEK'S NEWS

Hollywood—Two stars, instead of one, will be used in most of M-G-M's pictures in the future, according to Irving Thalberg, who has campaigned for the added stellar material.

Rochester—An explosion, of unknown origin, in the roll coating department of the Eastman Kodak Company, killed two workmen and injured a score of others, some of them critically.

Washington—An admission tax may be introduced into the limited sales tax at the next session of Congress. If introduced, the proposal would apply to admissions under the present $3 limit.

New York — Joseph H. Moskowitz, vice-president of Art Cinema and personal representative of Joseph M. Schenck, has been appointed executive assistant to Schenck and elected a vice-president of United Artists Corporation.

Albany—A bill introduced in the New York State Senate to outlaw gangster pictures has been amended to permit showing of films in which the forces of the law and order ultimately win over the lawless elements.

Hollywood — Sixty-three independent companies are now producing here, according to Louella Parsons, Hearst M. P. editor. Of these there are 21 making westerns, 12 producing melodramas, 25 are grinding shorts and 5 are preparing expedition epics.

I. T. S. D. Move

Kansas City, Mo.—Independent Theatre Supply Dealers Association, of which J. E. Robin is president, have moved their headquarters to 423 Lathrop Bldg. R. G. Tannehill, general manager of the organization, reports that several new dealer members have recently joined and that good progress is being made.

MacLEOD NAMED P. A.

Retained for Football Series Publicity

Hollywood — Fraser MacLeod has been signed by Tec-Art to do special publicity work on "Football for the Fan," a six-picture series featuring Coach Howard Jones, of Southern California.

MacLeod recently arrived on the coast from Bucknell University where he handled publicity for the past four years. Because of his collegiate press experience he is considered well equipped to attempt a tie-up between the major colleges of the country and the football series which the famous Trojan mentor, aided by 25 other outstanding coaches, has just completed for Tec-Art.

"Play Ball" Starts

Brooklyn — Production has begun on "Play Ball," the second of a series of juvenile shorts being made at the Brooklyn Vitaphone Studio. Two baseball teams were recruited from the ball fields of Central and Prospects parks. Billy Hays will again enact the role of Penrod and Bobby Jordan will appear as Sam.

PATHE WINS AGAIN

Injunction Is Denied by Higher Court

New York — RKO-Pathe's contention that it is not responsible for the contractual obligations of Pathe Exchanges, Inc., was upheld again last week in a decision handed down by Judge Heath in the Supreme Court of Otsego County, New York.

The Smalley Chain Theatres of Binghampton asked for an injunction against RKO-Pathe Pictures, Inc., RKO-Pathe Distributing Corporation, Pathe Exchange, Inc., and Radio-Keith-Orpheum Corporation. This injunction was denied.

A similar action was brought by another exhibitor in Buffalo a few months ago. The decision in that case was identical to that reached by Judge Heath.

Smith and Dale Cast

Hollywood — Joe Smith and Charles Dale have been signed for "She Means Business," selected by Warner Bros. as Winnie Lightner's next picture. Smith and Dale will be remembered as members of the Avon Comedy Four quartet on the vaudeville stage.

National, Central and Sub Groups Chosen; Distribution and City Selections Later.

New York—Work of mobilizing the production, distribution and exhibition branches of the industry to assist recognized community agencies in unemployment relief was delegated to seven committees named last week at the general industry meeting called by Will H. Hays. These groups consist of a national committee, a central committee and five subcommittees.

Hays heads both the national and central committees, which duty he was asked to discharge. He named Abram F. Myers and M. A. Lightman as vice-chairmen of the national committee.

Appointment of thirty-two distribution zone committees, which will cover the entire nation and be responsible for the creation of city committees, will be announced in the near future.

National Selections

Following are the names, subject to additional acceptances, which will serve on the national committee of the industry:

Jack Alicoate, New York; G. McL. Baynes, New York; William Benton, Saratoga, N. Y.; A. J. Bethancourt, Houma, La.; R. R. Biechele, Kansas City, Mo.; A. H.

(Continued on page 18)

PERSONNEL SHIFTS

Warner Theatres Prepare for Fall Season

New York — Dan Michaleove, head of the Warner Theatre chain, in preparing for the fall campaign, has been making a number of shifts in the personnel of the houses in his charge. Kenneth Grimes, manager of the Victoria Theatre, Wheeling, W. Va., has been transferred to the new Warner Theatre in Morgantown, W. Va., replacing B. C. Wild. The latter goes to the Strand Theatre, Erie, Pa., where he replaces Ernest Williams on the 27th inst.

Chances in the Indiana district include the replacing of Dan Delaney as manager of the Hoosier Theatre in Wheeling, Ind., by Edward C. Grady. Delaney goes to the Bucklen Theatre in Elkhart, replacing Michael Evon, who joins the theatre staff in the Milwaukee district.

Hollywood — "Riders of the West" is the title selected by Trem Carr for his next Bob Steele western for Tiffany release.

YOU GET THE BIGGEST NAMES IN VITAPHONE SHORTS

Box-office names! Life-blood of show business! From Hollywood! From Broadway! Radio favorites! Sport champions! Best-selling authors! Warner Bros. give you the Leading Lights of every field in feature-value shorts!



BOOTH TARKINGTON

America's most beloved author creates a new series of kid comedies for his millions of followers! 13 1-Reel Juvenile Classics.



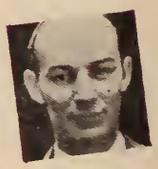
S. S. VAN DINE

12 2-Reel Detective Thrillers by the master of all mystery writers. Introducing a new and greater detective character than Philo Vance!



ROBERT L. RIPLEY

13 1-Reel new "Believe It Or Not" novelties by and with the most imitated cartoonist in the world! Aimed at his twenty million newspaper readers!



TED HUSING

Radio's ace announcer hits the screen with a bang! 13 1-Reel "Sport Slants". Thrilling action shots synchronized with Husing's own inimitable dialogue.



BIG STAR COMEDIES

Broadway's Greatest Headliners in a Series of 6 2-Reelers



HARRY RICHMAN
DOCTOR ROCKWELL
PHIL BAKER

FRED and ADELE ASTAIRE
WM. and JOE MANDELL
WALTER O'KEEFE





ADVENTURES IN AFRICA

Two years in the making! Photographed in the heart of the Dark Continent! 12 2-Reel Thrillers each complete in itself!



LOONEY TUNES

Bosko does his stuff in 13 of the goofiest comedy cartoons yet released. New gags! New songs! New laughs! Single reels of solid joy!



RUTH ETTING

Songbird of the nation! Star of the Zeigfeld "Follies"! All set to meet her millions of followers in a brilliant series of 4 2-reel musical revues!



BOBBY JONES

Champion of Champions! Booked by every big circuit! Hailed unanimously as the outstanding short subject series of the decade! 12 1-reel knockouts!



E. M. NEWMAN

Internationally famous traveler brings his "World Wide Travel Talks" to the screen to top any other talkie travelogue. Unusual! 13 1-Reelers.



MERRIE MELODIES

The country is song-cartoon crazy! Here's the series to cash in on the craze! 13 1-reel animated comedies built around the best-selling song hits.



THELMA WHITE



FANNY WATSON

Get ready for "The Girl Friends"! Fat Fanny Watson and Beautiful Thelma White in a series of 6 howling 2-reel laugh hits!



MELODY MASTERS

7 1-Reel Symphonic Sensations featuring the kings of jazz and their orchestras! First two releases now ready.

EARL CARPENTER • CASTRO'S CUBAN BAND

PEPPER POT

13 1-Reel Novelties, old-fashioned news reels, surprises, ventriloquists, oddities, organ reels, laughs, fun, pep! Every one a big surprise.



MR. & MRS. JACK NORWORTH

Fans want more of the Norworths! Young and old alike roar at their domestic fun scraps. Get them in their new series of 6 1-reel NAGGERS farces!

VITAPHONE

SHORT SUBJECTS

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

COMEDIC possibilities of Hollywood though tentatively considered dangerous ground through the discarding of "Queer People" by Howard Hughes seem to have a different appeal for Harold Lloyd. The bespectacled comedian is said to be seriously considering making a picture in which he will launch a lot of funny jabs at studio life.

While we are on the subject we might as well make it known that a number of independent producers are interested in buying the rights to "Queer People," provided Mr. Hughes is not too high on the price, and that Universal is planning to make a screen version of "Once in a Lifetime".

* * *

Alan Crosland, former Warner director, has joined hands with Walter Camp, Jr., and Emil Jensen who recently formed a new independent producing concern to be known as Patrician Pictures. The first priduction, "Thirty Days," is now under way. It is an original by Hal Conklin. Gertrude Orr wrote the adaptation. For a number of years Camp and Jensen were active executives with Inspiration Pictures. A Columbia release has been secured for their product.

* * *

Tom Mix was back in town with the Sells Floto Circus. Big placards of welcome decorated all the Universal entrance gates. The script department is busy working on scripts for his return to the screen. Ray Doyle, Don Lee, Randall Faye and Forrest Sheldon are all pounding typewriter ribbons to a pulp for the return of this western star. His first opus will be based on Bret Harte's "Tennessee Pardner," Helen Ban Upp is doing the screen version.

* * *

It looks like the parting of the ways for Fox and Edmund Lowe. Spencer Tracy is reported set to take the Lowe part opposite Vic McLaglen in "Disorderly Conduct," and John Boles engaged to replace Lowe in "Cheating". Linda Watkins will have the feminine role opposite Boles.

We understand that Lowe's salary has been increasing with each six months' option and that officials figure his salary has reached the peak and can go no higher. In a concerted effort to reduce overhead, salaries of stars are being carefully scrutinized. The recent New York exhibitors' protest over the $30,000 a week paid by Warners to Constance Bennett is said to have influenced the move.

* * *

Fraser MacLeod who formerly handled publicity for Bucknell University, has been signed by Tec-Art to do special publicity work on "Football for the Fan," a six-picture series featuring Coach Howard Jones, of Southern California.

* * *

George Seitz is putting the finishing touches to his original story "Boulder Dam," scheduled for early production at the RKO-Radio Pictures studio. Wallace Smith has been assigned the adaptation and dialogue.

The film will be shot at the Boulder Dam site during the first big dynamiting operations.

* * *

RKO-Pathe is going strong on casts for its short comedies. The cast of "Niagara Falls," includes June McCloy, Marion Shilling, Gertrude Short, Edward J. Nugent, Emerson Tracy and Isabel Withers. This is one of the "Gay Girls" series.

* * *

Lew Ayres gets six weeks' vacation and as a consequence production of "Gallows" is postponed until the middle of October. Who said Universal wasn't good to the help?

* * *

Members of the Wampas paid their compliments to the 13 Wampas Baby Stars of 1931 at a testimonial dinner held at the Writers' Club. Mme. Ernestine Schumann-Heink, noted opera star, was guest of honor. It is presumed that the Fox boys were unable to attend, being very much occupied in taking care of their own babies.

Contracts of three Fox Film Corporation players, Vivian Reid, Jane Vlasek and Janet Chandler, were made legal when Superior Judge J. C. Needham placed the court stamp of approval on the documents so filed.

* * *

A new motion picture and theatrical agency has been opened at 6425 Hollywood Boulevard under the cognomen of Hoffman, Quigley & Kerr, Inc.

Hoffman was formerly general manager of Famous Players and general production manager of Metro. Quigley, a sales executive, is a brother of Martin Quigley, publisher of the Quigley Publications. Kerr acted as assistant to Irving Thalberg when under the Universal banner, was casting director for Metro, and has been production manager for Columbia Pictures.

* * *

M-G-M has bought the rights to "The Wet Parade," Upton Sinclair novel just off the press. The Sinclair novel is said to stay pretty well in mid-channel giving the prohibition question the once over from both sides so that both wets and drys can enjoy its depicting of political corruption and graft through prohibition as well as the menace of liquor without restraint.

* * *

Berylyn Stephens, diminutive P. A., advises us that the second Torcy comedy, which C. C. Burr is making for Educational release, featuring Ray Cooke, has a stellar supporting cast which includes Dorothy Dix, Edmund Breese, Franklin Pangborn, Morley Drury (all-American quarterback), Connie Wilson, Kane Richmond and Cornelius Keefe.

* * *

Over at Monogram Studios, Director Harry Fraser is working on the story for "Land of Wanted Men," next Bill Cody and Andy Shuford western. Bert Glennon, who recently completed "In Line of Duty" with Sue Carol and Noah Beery, his first directorial assignment for Monogram, has been selected to direct the next Tom Tyler western.

WE MEET



BARBARA BEDFORD

"How are you at remembering screen faces?"

The question was put to me by a motion picture executive with whom I was discussing forthcoming productions.

I contended that I possessed a good photographic memory.

"I'm going to the station to meet a charming young lady who is arriving this evening from the East, said my friend. "Come along—I want you to meet her."

"I shall be delighted," I assured him. "But what has she to do with my faculty for remembering screen faces?"

"I'll just wager you a suit of pajamas that you fail to identify her."

The bet was on.

As the train pulled in, my friend left me in the automobile while he hurried to greet the object of our wager.

Anticipating the introduction of the lady under an assumed name, I was not surprised when I was presented to "Miss Brown."

The trim figure in natty traveling attire was not familiar, but the twinkling hazel eyes recalled a face that impressed me in "Mockery," an M-G-M picture, but at the moment I could not remember the name.

I think my friend was mentally selecting the color of his pajamas, when we turned a brilliantly lighted corner and I caught a familiar expression of Miss Brown's placid features.

"Where is the 'Port of Missing Girls'?" I asked suddenly.

The lady laughed and remarked to my partner in the wager, "I'm afraid you've lost."

"Brown is such an ordinary name for such an extraordinary girl," I reminded my friend. "You could have used Rose Kinimon. I believe Barbara Bedford had that name in 'Tol'able David,'"

In addition to a most pleasant evening, I received, by special delivery, a pair of exquisite silk pajamas. They fit the wife perfectly!

New Oxide Rectifier Is Introduced by G.E.

The first copper-oxide rectifier to be introduced for the motion picture field, built to improve the growing use of full vision screens, wider films and colored motion pictures has been announced by the General Electric Company.

One of the outstanding features of the new rectifier is that it may be used either for a high-intensity projector or for one or two low-intensity projectors. Used with a high-intensity projector, it supplies 60 to 70 amperes of arc current. Operated with one or two low-intensity projectors, each of the two sections supplies 30 to 35 amperes.

The new rectifier makes use of the copper-oxide disc principle of rectification, which gives it durability, long life and freedom from maintenance expense. A system of forced ventilation, using radiating fins and two small electric blowers, forces a steady stream of cool air over the copper-oxide elements and maintains a temperature within ten degrees of the surrounding air temperature.

No objectionable noise is made by the rectifier, which enables it to be placed in the projection room. Installation and operation of the unit are simple. One switch starts or stops the rectifier instantly, without the usual "starting" or "warming up" period.

NEW CARD FRAME

Hangs Perpendicularly or Horizontally

A low-priced card frame has been perfected and placed on the market by C. A. Jones, Kansas City film man. Jones intends to market the frame nationally.

The innovation in the frame is that it stands or hangs perpendicularly and horizontally and is adapted to any type of card. The frame is made in three sizes, 11x14, 14x22 and 7x11. Of 26-gauge steel, the frames are covered with a durable black enamel.

ERPI on Steamship

The installation of a Western Electric sound system has been completed on the "President Coolidge," the newest steamship of the Dollar Line. The boat made its maiden trip on September 10.

PERFECT

TONE REGULATION

Downstairs!

with the NEW

STRONG REMOTE VOLUME CONTROL

—right where Sound Control belongs. You can now, by the simple operation of a conveniently located push button, regulate your sound volume perfectly—instantly. No guess work about it. Tune your program in, just the way your patrons like it. Inexpensive; easy to install; nothing to get out of order.

NOW READY FOR ALL R. C. A. EQUIPMENT

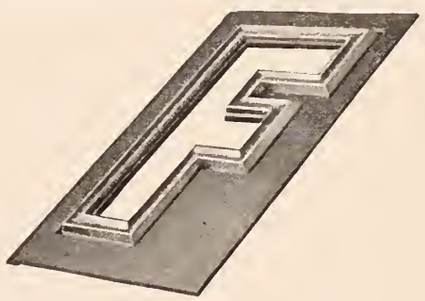
DEALERS NOTE: Write for our specially attractive sales proposition.

WRITE FOR DETAILS NOW!

Essannay Electric Manufacturing Co.

2809 West Van Buren St., Chicago, Ill.

ANOTHER ECONOMY DEVELOPMENT by NATIONAL



F & V Cast Aluminum Interchangeable Sign Letters are a typical example of outstanding economy effected through National's Volume Distributing Plan. Investigate! Ask the National salesman to demonstrate this unsurpassed value.

NATIONAL SERVICE has always taken the lead in encouraging the development of *better value* in theatre equipment and supplies. To provide means of greater efficiency; to promote and sanction the invention and manufacture of products of greater intrinsic value has always been the aim of this great service organization. By providing a nation-wide outlet for their products with delivery and service promptly available to the exhibitor, manufacturers of these worthy products are able to realize volume production—and as rapidly as volume effects lowered costs, National passes such savings on to its customers. *When you buy regularly from National you are encouraging your own prosperity as well as that of the entire industry.*

Buy Now Buy RIGHT from National!

NATIONAL THEATRE SUPPLY COMPANY

306 S. Harwood St., Dallas, Texas 516 W. Grand, Oklahoma City, Okla.

400 S. Second St., Memphis, Tenn.

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia Pictures Director of Publicity and Exploitation, Southern Division, Atlanta, Ga.

EDITOR'S NOTE: Beginning with the following article on "Exploitation" by Ted Toddy, southern division director of exploitation and publicity for Columbia Pictures, this paper presents herewith a series of five articles by this author. We feel that the material presented will be of manifest and lasting benefit to wide awake showmen who are making the most of this business. Watch for the forthcoming articles next week and each week for five installments.

EXPLOITATION is to a motion picture theatre, what the heart beat is to the body. Without the heart beat the body stops. Without exploitation the theatre closes. To some motion picture exhibitors, exploitation is something of a mystery. Exploitation comes from the word exploit, and has been used since creation. Everybody is an exploiteer, and everybody exploits. In other words this big word is nothing but just keen selling. We sell pictures. In order for us to sell our pictures we become exploiteers. There is nothing to exploitation but pure common sense plus live wire tactics and hard work. Exploitation does not end with the exhibitor using billboards and newspaper advertising, but exploitation begins where these end.

In a New Era

Modern times have changed the methods of exploitation since the days of P. T. Barnum. There is nothing to lie about. There is nothing to conceive that is not the truth. Honesty is always the best policy and honest in exploitation is always a better policy. By exploitation one merely advises his public what he has to sell, it is simply a matter of compelling attention. The methods of calling the attention of the buyers are greatly varied. It is simply a matter of shouting, and the one that shouts the hardest will pull in the bacon. But above all one must be honest in his shouting, for people of today cannot be humbugged. Once they are humbugged all the exploitation in the world will not gain their attention any more.

The question then arises what sort of exploitation one should follow. And for the present, exploitation will be explained in four articles which will enlighten you on the subject of modern exploitation. The articles in order will be "Sensational," "Sex," "Comedy" and "Drama." We shall consider the methods of exploitation used under these heads. The most successful methods in exploiting pictures of that type will be explained in detail so that you will understand exactly what is necessary to successfully exploit your production. They will follow in the next issue.

Start at Opening

There is one thing that a theatre manager must understand before we go further into the subject of exploitation, and that is, a sucessful theatre manager employs exploitation at the very moment his theatre opens for the day's business. Exploitation works hand in hand with good theatre management, it is part of the theatre itself. From the very "Good afternoon. How many tickets, please?" from your cashier at the box office to the "How did you enjoy the show?" from your usher, exploitation is used. A clean theatre, modern management, courteous help, all these are part of exploitation. No amount of exploitation will succeed if the theatre itself is not well managed. This is pure logic. Your wife will not buy a dress that is of exceptional value in a store that has a bad reputation. If that store loses its faith with its patrons and misrepresents its values, that store is a goner, no matter what quality dresses are sold for bargain prices.

Exploitation can be summed up in one sentence. It means getting out of a rut. It means hard work. It means continuous hard work. It means a sucessful theatre well exploited will bring results and fill your house to capacity. And make your house very popular.

Study the fourthcoming chapters and you will greatly profit by them. Results in the box office is the final verdict of your work and exploitation will assist a great deal.

Political Parade For "Politics"

AN elaborate political parade was arranged for by George Sharp, manager of the Fox Wilson Theatre, Fresno, Calif., to help put over his showing of "Politics."

Through the courtesy of Mayor Leymel, a permit was issued for a political parade on Saturday preceding the opening of the picture. Following the motorcycle escort was a bandwagon which transported ten musicians garbed in silk frock coats and silk hats. Banners urging the citizenry to "Vote for the Candidates of Comedy . . . Marie Dressler and Polly Moran," and other political copy was displayed on new Auburn cars, each of which carried a bevy of attractive girls. In one car were ten Fanchon and Marco girls who wore silk frock coats and high hats. Serpentine was thrown at pedestrians along the line of march, while the band played and the girls cheered. The parade attracted a great deal of attention, and was a great success.

In addition to this Sharp arranged for a Torchlight Parade along the city's main street to publicize a Saturday midnight show. Twelve girls carrying red fuses and banners marched in advance of the ten piece band. This parade culminated in a political and musical demonstration in front of the theatre. Mayor Leymel was the guest of honor at this midnight show.

Importance of Small Town Theatre

THE small town theatre holds a prominent place in the motion picture industry. It commands the sincerest respect of those who make pictures and those who sell them. For in the final check-up, it is small town theatres that create the greatest part of the revenue for producers and the exchanges. It is a necessity in every community. It is the center of social and business life of the community. Merchants of the small town realize the necessity of the theatre. It holds the interest of the community and brings in those from nearby rural districts. For that reason, merchants are willing to co-operate with the theatre manager in advertising tieups that will be of mutual benefit.

There is a belief that the key city theatre is drawing patrons away from the surrounding small town theatre. This is true in some cases, but not where the exhibitor is "up and doing." The wide awake small town exhibitor realizes he is in a position to select his pictures from the entire market, because of little or no opposition in his town, while the key city theatre, which is one of a number of theatres in its city, is obliged to take the entire output of a number of companies to assure it of a sufficient amount of product.

Truly the small town theatre has its place in the sun, but the manager must take advantage of opportunity offered him. He must take pride in his theatre; keep it modernized, clean and up to date. —W. L. Ainsworth, M.P.T.O., Wisconsin.

Warners Exploit "Side Show" as Circus Film

SIDE SHOW, the new Winnie Lightner picture in which Charles Butterworth is the star's leading support, boasts of a circus background, most of its scenes being laid in and around the tents showing the queer peoples of the earth and other "wonders" that are usually described with superlatives. To the exploitation forces attached to Warner Bros. this background was a natural in affording opportunity to "go after" the picture in circus fashion. That they have taken advantage of this is shown by the energy displayed as well as the invention exhibited in developing novelties that will be helpful in putting over the picture.

All of the novelties gotten out for advertising have a circus air about them. Being a picture devised for the entire family, it was felt necessary that there should be things for the children. These consist of clever accordion pleated figures which, when hung from a string, become animated; whips, willowy canes, and peanuts. The latter, when opened, are found to contain little presents as well as printed material about the picture. Then there are pennants and banners for the marquee, peanut bags, and snakes of various sizes and colors.

Fifteen of these novelties have already been prepared and are described at some length in the special press sheet which has been issued for the picture.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Sidewalks of New York

M-G-M—73 Minutes

Cast: Buster Keaton, Anita Page, Cliff Edwards, Frank Rowan, Norman Phillips, Jr., Frank La Rue, Oscar Apfel, Syd Saylor, Clark Marshall. Directed by Jules White and Zion Myers.

For sheer entertainment here is a picture that can't miss. If your audiences just want to laugh there is no beter type of picture suited for the purpose. This one will satisfy, and how! It will keep them constantly laughing. With Buster Keaton and Cliff Edwards in one picture your audiences will know the picture is going to be good. There are plenty of gags. Some are pretty rich and will bring plenty of laughs. The preview audience actually burst out laughing—and very seldom have we heard such boisterous laughing in a cold projection room. Norman Phillips, Jr., as a brother of Anita Page steals the picture in our opinion. Here's a kid that can really act and should be given a chance to display more of his histrionic ability in some starring parts.

SELLING SEATS: Sell the names and play up the comedy angle. Tie up with music dealers on the old favorite song hit "East Side, West Side." Use cut-outs of Buster Keaton in characteristic poses.

The Spider

Fox—59 Minutes

Cast: Edmund Lowe, Lois Moran, Howard Phillips, Earle Foxe, El Brendel, Kendall McComas, Manya Roberti, John Arledge, George E. Stone, Purnell Pratt, William Pawley, Jesse DeVorska, Warren Hymer, Ruth Donnelly. Directed by William Cameron Menzies and Kenneth MacKenna.

Mystery murder worked out on a somewhat different angle with Edmund Lowe cast as a magician whose assistant is a victim of amnesia and during a performance at which his sister and uncle are in attendance the uncle is shot dead. Suspicion rests on the boy and the magician gets the police to allow him to try a bit of psychology to determine the guilty party. After the test it is found that the murder was committed by a man who had been ruined by the uncle's speculations.

SELLING SEATS: Play up the mystery angle big. Sell Lowe and El Brendel on past performances. Get toy or novelty shops to use magician in window.

The Unholy Garden

United Artists—75 Minutes

Cast: Ronald Colman, Fay Wray, Estelle Taylor, Tully Marshall, Warren Hymer, Ullrich Haupt, Mischa Auer, Morgan Wallace, Lawrence Grant, Henry Armetta, Kit Guard, Lucile LaVerne, Arnold Koroff, Charles Mailes, Nadja. Directed by George Fitzmaurice.

George Fitzmaurice turns out a picture that is our idea of what a photoplay should be in tempo and interesting enough to hold our interest. The story was written by Ben Hecht and Charles McArthur, the writers of "Front Page."

Colman is cast as a sort of a care-free rover of the world—a bandit by profession and wanted by the police but too clever to get caught. Driving out to a secluded old mansion to escape the law and find rest, the minute he sets foot there he gets mixed up with a band of gangsters and all kinds of exciting things start to happen. The thieves plot to rob a blind old man living upstairs with his daughter. Colman is sent to pull the job, but upon seeing the girl he falls in love with her. Later the old man is killed by a scheming Algerian. Colman saves the fortune and sees the girl and her uncle off safely to Paris.

The picture is filled with exciting incidents and bits of wisecracking by Colman, Warren Hymer and Kit Guard. The picture can't help but click anywhere. It has all the box office of "Bulldog Drummond."

SELLING SEATS: Just by letting the public know that Colman is at your theatre in his latest picture will draw the fans. Other names in the cast should mean something at the box office. The title offers many exploitation possibilities.

Personal Maid

Paramount—74 Minutes

Cast: Pat O'Brien, Nancy Carroll, Gene Raymond, Mary Boland, George Fawcett and Hugh O'Connell. Directed by Monta Bell.

Miss Carroll as an East Side girl who tires of life in the tenements and so secures a position as personal maid to a lady of wealth. Her contact with men in social life convinces her that they are all "on the make". The purse strings of the family in which she is employed are held pretty rigid by the father of her employer Gary Cooper, played by George Fawcett. When the son (Gene Raymond) is expelled from Yale his mother sends her to meet him and take him to Virginia so that old Gary Cooper will not immediately know of the boy's escapades. They start the trip and her sincerity causes the boy to reform and at the finish he is ready to marry her.

Story fails to convince and lacks holding power but excellent direction of well-chosen cast puts this mild comedy-drama over so that those not too critical will find good entertainment value in it.

SELLING SEATS: Sell the star on past performance big. Use classified advertising columns for teaser ads. Put a girl in maid costume in furniture store window going through the motions of preparing the bed, laying out pajamas, etc. Tie up with beauty parlors.

Five Star Final

First National—89 Minutes

Cast: Edward G. Robinson, Marion Marsh, George E. Stone, Ona Munson, Robert Elliott, Purnell Pratt, Oscar Apfel, Evelyn Hall, H. B. Warner, Anthony Bushell, Frances Starr, Boris Karloff, Aline MacMahon, David Torrence, Harold Waldride, Gladys Lloyd. Directed by Mervyn LeRoy.

What a cast! What a picture! The story, adapted from Louis Weitzenkorn's stage success, is a startling expose of the tabloid scandal sheets, packing a dramatic punch that makes this picture outstanding and one that will not be forgotten so easily. With such a splendid cast and character portrayals no one star seems to dominate. They are all good.

The story concerns the ruin of a family through the selfish attacks of a newspaper publisher whose chief interests are for larger circulation by printing the sensational type of news, no matter whom it hurts. The newspaper brings to light a murder committed by Frances Starr 20 years ago. As a mother of a beautiful daughter engaged to a nice young man and being happy and contented with her little home and husband she loves so well, tragedy enters the household when she commits suicide and H. B. Warner as her devoted husband swallows some poison and falls beside his wife's dead body. And then comes a smashing climax, with such vivid portrayal that audiences will remember it for a long time. Edward G. Robinson as managing editor of the yellow sheet is forced to resign because of the scandalous news his publisher wanted printed that brought ruin to this family.

SELLING SEATS: Play up the bevy of names. Distribute heralds in the form of a tabloid newspaper with scare headlines printed in red ink telling all about the picture.

SHORT SUBJECTS

No Holds Barred

Educational—10 Minutes

Gus Sonnenberg, champion wrestler, is featured in this reel, the first of a new series to be known as the Bill Cunningham Sports Review. Some splendid exhibitions are given. The series will include all types of sports.

Wild and Wooly

M-G-M—9 Minutes

This reel shows a western rodeo. There is plenty of fast action with the cowpunchers doing their stuff. Pete Smith furnishes the descriptive dialogue. It is a film that any audience will like.

The Stork Market

Columbia—7 Minutes

Clever Krazy Kat cartoon reel that contains some real funny incidents. Krazy is shown as a manufacturer of infants. As the babies come out of the incubator they are labeled according to their nationalities.

The Great Decision

RKO-Pathe—10½ Minutes

Here's a short that is a short. It's great, it's vivid, real and dynamic. The first of a series of thirteen titled "Floyd Gibbons Supreme Thrills," it depicts the life of Woodrow Wilson from the moment he decided on America's entry into the great conflict until his death. The most important incidents in which the President participated are picturized, with an excellent score and vitalizing interpretation by Floyd Gibbons, who is his typical self. Some may consider this a combination of newsreels. To us it's an achievement. Play it!

How to Kill a Stench Bomb

L. Richker, of the Gayety in Ft. Worth, and Harry Harris, of the Fox in Dallas, have worked up a formula for destroying the odor of stench bombs, and through these columns are passing the information along to other showmen who have been, or might be, so annoyed.

Richker recently got three bombs inside his theatre and one out in front. He's had experience and says the concoction really does the work.

Harry Harris has also been perfumed on occasions, and it was he who originated the effective solution.

It's right here:

"Throw sand immediately on the spot where bomb made its splash. Then sweep up sand after it has absorbed excess fluid and remove far from theatre. Get one-half pound of sodium sulphate and mix with one-half gallon water. Pour some of this on the offensive spot. Then get one-half pound pulverized caustic soda and mix with one-half gallon water and pour a portion of this on stench bomb area. The next step is to wash bombed place with pure lye and water." It works every time, the showmen say.

A bomb usually leaves an odor on the ceiling and walls, and of course the solutions cannot be applied to the entire theatre. Richker says that if the theatre manager will burn green coffee in the house overnight that the walls and ceiling will be restored with their former freshness.

SOUND SALES SOAR

Universal Deals Delight to Phototalker Boys

In the reported general increase in Universal, all AC sound-on-film equipment, throughout the United States, the Phototalker Company at Dallas is coming in for its share of this volume with a heavy week of sales following a previous week of still heavier selling and installation work.

C. W. McFarling, owner of the Grand at Tulia, Texas, will install Universal AC equipment within the next few days.

C. W. Matson, of the Dixie at Rockdale, and owner of three other shows, has purchased Universal AC for Rockdale.

Roy Fuller has gone back to his first love, having reopened the Palace at Grandview, with Universal equipment.

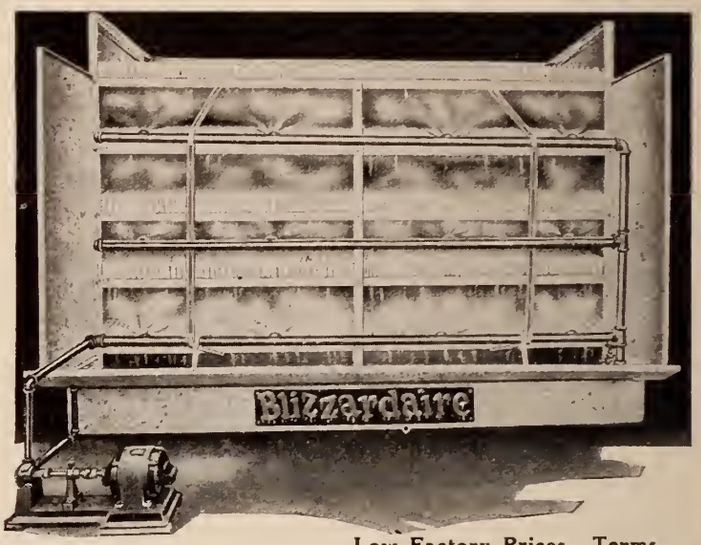
Tol Teeter and "Pappie" Cauble have just installed Universal AC in the Hippodrome, Dallas.

Griffith Amusement Co., of Oklahoma City, have just installed their fifth Universal system, it is reported.

Ye Epicureans, Hark!

Pete the Sap, film row's caterer to the Epicureans of Harwood street, is making plans to enlarge his restaurant since the place has been dedicated by the Simpleton as mess hall

OLDEST With the NEWEST IMPROVEMENTS



Low Factory Prices—Terms.
No Humidity — No Noise — Even Distribution
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FOUR Installations the Next Week!

UNIVERSAL SOUND ON FILM

(ALL A. C. OPERADIO AMPLIFICATION)

Is leading the entire sound equipment field by a big margin.

DOWN PAYMENT SLASHED TO NEW LOWER LEVEL

SIMPLICITY: Other companies claim to install A. C. sets, yet they use batteries in their installations. UNIVERSAL A. C. USES NO BATTERIES OF ANY KIND. Two sound heads giant Racon horn, Operadio amplifier, booth speaker and two special motors for projectors comprise the complete equipment. Known to be practically trouble-proof and results are the best.

UNIVERSAL is the only independent equipment which uses no batteries, A, B, or C. It uses no charges, no generators, no head amplifiers, and therefore, the light bill is thereby considerably reduced. There is not the slightest hum in connection with UNIVERSAL operation.

C. W. MATSON is installing UNIVERSAL A. C. in the Dixie at Rockdale, replacing a disc system "destined to revolutionize the industry two years ago."

C. W. McFARLING is installing UNIVERSAL A. C. in the Grand at Tulia, replacing one of the high priced sound on film equipments.

ROY FULLER has reopened the Palace at Grandview with UNIVERSAL.

TEETER & CAUBLE have installed UNIVERSAL A. C. in the Hippodrome, Dallas, replacing one of the cheap sound on film battery equipments. This is the fifth Universal installation in Dallas.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

NEWS FROM EVERYWHERE

CURRENT EVENTS GATHERED FROM ALL PARTS OF THE COUNTRY

PROHIBIT SUNDAY SHOWS

Holland, Mich. — Following an injunction granted by Judge Fred T. Miles, Sunday shows here are prohibited. The writ was asked by the mayor, who stated that a large majority of citizens were opposed to Sunday shows.

UNION SQUABBLE SETTLED

Ann Arbor, Mich.—After having been out on strike since September 13, union projectionists here went back to work this week. The strike was caused by the discharge of an operator for an infraction of rules.

MALCO ACQUIRES TWO

Fort Smith, Ark. — The Malco Theatres has strengthened its position in this situation by adding two more units. The circuit has leased the auditorium in which the local Masonic lodge was to have carried out a theatre project. The New Theatre, formerly operated by Publix, has also been acquired. Malco has reopened its Mystic and closed the old Rialto.

PICKETER ON BAIL

Miami, Fla.—On complaint of Charles Walder, manager of the Tivoli Theatre here, C. Upshaw, manager of the pickets for the Miami Picture Operators Association, was placed under $100 peace bond for disorderly conduct.

SOL BRAUNIG BURIED

Providence, R. I.—Funeral services for Sol Braunig, a theatre manager in this city for 30 years and for seven years manager of the Majestic, was held September 16. Braunig was at one time owner of the Iroquis, Chicago house destroyed by fire.

REDUCE OPERATORS

Denver, Colo.—Three operators in place of four will be used daily after October 1 by Harry Huffman, owner of five houses here, and Buzz Briggs, manager of the State. The reduction will be made in order to bring to a head negotiations pending with the operators' union.

N. J. OPERATORS SIGN

Paterson, N. J.—Projectionists are back on their old jobs here. The new agreement, signed last week, provides for a lower wage scale. The theatre continue with non-union operators during the strike, which was short-lived.

MASS. ALLIED MEET SET

Boston—Annual meeting of Allied Theatres of Massachusetts has been set for October 6 at the Hotel Bradford, according to announcement by James J. McGuinnes, executive secretary.

OPERATORS JAILED

Providence, R. I. — Conrad S. Lavigne, former projectionist at the Liberty, owned by Samuel Bomes, and two companions were recently sentenced for defacing the theatre building. Lavigne was sentenced to four months in jail, his companions fined $100 each. A union controversy brought on the affair.

UNION RESTRAINED

Denver — A temporary injunction restraining operators and stage hands unions from calling strikes or paying strike benefits, because of a controversy over the di charge of a man at the Mayan, has been granted by District Judge E. V. Holland to the Fox Colorado Theatre Company.

ASK ORGAN DISCOUNT

Washington—Appeal of the Anderson Theatrical Enterprises of Louisville, Ky., asking permission to deduct from profits the amount of their organ investments upon which they have not realized, is up before the board of tax appeals. Outcome is being watched with interest by exhibitors who made heavy investments in theatre organs and then replaced them with sound equipment, thereby losing considerable money on the investments.

ROSENBERG SETTLEMENT

Chicago—Bert Rosenberg, former Chicago and Midwestern division manager of General Talking Pictures, has secured full settlement of his contract, which ran until 1934. Rosenberg recently severed his connection with the Company. His resignation, according to report, came as a result of activities in matters pertaining to the operators' union strike here.

"SCREENS AID CRIME FIGHT"—PETTIJOHN

Albany—In speaking before the joint committee of the House and Senate on criminal code at the hearing on the anti-gangster film measure now pending, C. C. Pettijohn of the Hays office declared that "it is more important to take crime off the streets than to take it off the screen—no gangsters have any business understanding with anybody in the picture bu iness." Pettijohn further declared that films have done perhaps more than any other agency to arouse public interest against gang terrorism.

SKOURAS GOES IT ALONE

Newark, N. J.—Indications are that Spyros Skouras will play a lone hand in the acquisition of 57 Jersey coast houses from Fox. This kills reports that Publix will be a participating party in the deal. Completion of the deal will place Skouras in competition wth Warner, the company with which he was formerly connected.

WARNER SALES MEETS

Boston—Claude C. Ezell, eastern general sales manager, and A. W. Smith, eastern sales manager, of Warner-First National, are conducting a series of sales meetings in the New England territory. Boston, New Haven and Buffalo are among the cities visited.

THOMPSON TO TRANS LUX

New York — Major Leslie E. Thompson, for many years an executive of RKO theatres, has joined Trans Lux Pictures Corp. as general manager. He succeeds John Zanft, who resigned last spring.

MUSICIANS STRIKE

Pittsburgh—Displeased with the number of musicians Loew's Penn and the Stanley proposed to use in the orchestras during the coming year, fifty-five musicians have gone on strike at these two houses. The theatres agreed to use 18 men in the pit, paying each $86 per week and $28.50 more for state work. This town has about the highest musicians' wage scale of any six-day situation in the country.

MAY VOID LICENSES

Chicago—Licenses of more than 100 operators, mostly permit men, may be revoked on the grounds that they were obtained by fraud, if sufficient evidence can be obtained against them, it has been learned.

ASK CHI. RELIEF AID

Chicago—Mayor Cermak has requested theatres here to hold a charity day to aid the unemployed. Under his plan, admission price would consist of clothing, food, etc.

REBUILD AGAIN

Huntsville, Ala. — Two fires can't discourage the Lyric Amusement Company, subsidiary of the Crescent Company of Nashville, Tenn. The Lyric, twice destroyed by fire, is being rebuilt. The second fire destroyed the house just as it was nearing completion.

$500,000 SUIT FILED

Chicago—On charges of unfair distribution, George Gehring, owner of the Rosewood Theatre, has filed suit for $500,000 in the Superior court against M-G-M, the Esseness theatres and three officials of the latter concern. The theatre owner claims to have held a contract with the distributing company to furnish him with first-run films during last year. He charges that the distributors arranged with the circuit to furnish him only films which had already been shown in loop theatres.

"U" SALARY RAISE

New York—Universal, the last major company to reduce salaries of its employees, is now the first to reinstate the former wages. Carl Laemmle, president, announced last week that improved outlook and increases in sales prompted the action. Laemmle, in a letter to employees, expressed the desire that rigid economy still be maintained.

FINNEY HEADS AMPA

New York—Ed Finney, United Artists, succeeds Mike (Six Syllable) Simmons, as president of the Association of Motion Picture Advertisers. The entire ticket as presented by the nominating committee at last week's meeting, was unanimously elected. Eddie Cantor is scheduled to open the new season of AMPA meetings on next Thursday.

JUVENILE UNIT OPENS

New York—Initial unit in what is expected to be a national circuit of small picture houses for juveniles opened last week at 52 East 78th street. The house is operated by Juvenile Playhouses, Inc., which will use 16 mm. films and projectors. David Mavity, formerly with Fox, heads the company.

NEW FOX APPOINTMENT

New York — A new executive appointment for Fox Films was expected to result from yesterday's meeting of the board of directors.

Name Relief Committees

(Continued from page 9)

Blank, Des Moines, Iowa; Joe Brandt, New York; J. R. Bray, New York; Hiram S. Brown, New York; Walter S. Butterfield, Detroit, Mich.; Walter Camp, New York; William Canavan, New York; Charles H. Christie, Hollywood, Calif.

Harley L. Clarke, New York; R. M. Clarke, Oklahoma City, Okla.; Jack Cohen, Philadelphia, Pa.; Al Cohn, Hollywood, Calif.; H. A. Cole, Dallas, Tex.; M. E. Comerford, Scranton, Pa.; J. I. Crabtree, Rochester, N. Y.; Harry Crandall, Washington, D. C.; Donald Crisp, Hollywood, Calif.; Cecil B. demille, Culver City, Calif.; William C. deMille, Los Angeles, Calif.; Fred Desberg, Cleveland, Ohio.

George Eastman, Rochester, N. P.; Jay Emanuel, Philadelphia, Pa.; J. A. English, Anaconda, Mont.; Edward M. Fay, Providence, R. I.; Roscoe Fawcett, Robinsdale, Minn.; Edward Finney, New York; Harold B. Franklin, Los Angeles, Calif.; Benjamin Glazer, Los Angeles, Calif.; Lawrence Grant, Los Angeles, Calif.; D. W. Griffith, New York; Earle W. Hammons, New York; Will H. Hays, Chairman, New York; William Randolph Hearst, New York; Fred J. Herrington, Pittsburgh, Pa.; Jean Hersholt, Los Angeles, Calif.

Harry L. Huffman, Denver, Colo.; Howard Hughes, Hollywood, Calif.; J. L. Johnston, Los Angeles, Calif.; W. Ray Johnston, New York; Sam Katz, New York; H. J. Kincey, Greensboro, N. C.; E. E. Kuykendahl, Columbus, Miss.; Carl Laemmle, New York; William LeBaron, Los Angeles, Calif; M. C. Levee, Los Angeles, Calif.; M. A. Lightman, vice-chairman, Memphis, Tenn.; Frank Lloyd, Los Angeles, Calif.; Arthur Lucas, Atlanta, Ga.

F. J. McWilliams, Madison, Wis.; Lee Marcus, New York; Lester F. Martin, Nevada, Ia.; Louis B. Mayer, Los Angeles, Calif.; Jack Miller, Chicago, Ill.; J. J. Murdock, New York; Abram F. Myers, vice-chairman, Washington, D. C.; R. E. Myers, Chillicothe, Ohio.; Conrad Nagel, Los Angeles, Calif.; Fred Niblo, Los Angeles, Calif.; Chas. E. Nolte, Baltimore, Md.; Lee Ochs, New York; M. J. O'Toole, New York; J. E. Otterson, New York; Mary Pickford, Los Angeles, Calif.; Charles W. Picquet, Pinehurst, N. C.; Verne Porter, New York; J. L. Price, St. Louis, Mo.

Martin J. Quigley, New York; Jas. R. Quirk, New York; J. T. Reed, Los Angeles, Calif.; E. V. Richards, New Orleans, La.; H. M. Richey, Detroit, Mich.; Hal E. Roach, Culver City, Calif.; Herman Robbins, New York; R. P. Rosser, Hamlet, N. C.; S. L. Rothafel, New York; Sidney E. Samuelson, Newton, N. J.; Aaron Saperstein, Chicago, Ill.; David Sarnoff, New York; Watterson R. Rothacker, Chicago; Joseph M. Schenck, Los Angeles, Calif.; Nicholas M. Schenck, New York; Ben Shlyen, Kansas City, Mo.; Sime Silverman, New York; George P. Skouras, St. Louis, Mo.

Nugent H. Slaughter, Los Angeles, Calif.; E. J. Sparks, Jacksonville, Fla.; N. I. Steers, New York; W. A. Steffes, Minneapolis, Minn.; Karl Struss, Los Angeles, Calif.; Irving Thalberg, Los Angeles, Calif.; L. E. Thompson, New York; Frank C. Walker, New York; Albert Warner, New York; Harry M. Warner, New York; Joseph N. Weber, New York; George W. Weeks, New York; Fred Wehrenberg, St. Louis, Mo.; S. C. Weskil, Colfax, Wash.; R. D. Whitson, Los Angeles, Calif.; R. B. Wilby, Atlanta, Ga.; Herman Wobber, San Francisco, Calif.; G. T. Woodlaw, Portland, Ore.

Charles E. Williams, Omaha, Neb.; Clinton Wunder, Los Angeles, Calif.; H. J. Yates, New York; L. A. Young, Detroit, Mich.; Waldemar Young, Los Angeles, Calif.; Adolph Zukor, New York.

Central Appointments

The names of the Central Committee, to which additional acceptances are also expected, are:

George Akerson; Jack Aliocate; Harry Arthur, G. McL. Baynes, Fred Beetson, Joe Brandt, Hiram S. Brown, J. E. Brulatour, Harley L. Clarke, R. H. Cochrane, Emanuel Cohen, Sam Dembrow, Jr., William C. deMille, Howard Dietz, C. C. Ezell, Felix F. Feist, Edward Finney.

Pat Garyn, James R. Grainger, Glenn Griswold, Paul Gulick, Earle W. Hammons, Will H. Hays, Chairman; Sam Jacobson, Sidney R Kent; M. A. Lightman, Lee Marcus, Louis B. Mayer, Dan Michalove, Abram F. Myers, Charles L. Nolte, Charles L. O'Reilly, David Palfreyman, secretary; Joseph L. Plunkett.

Martin J. Quigley, S. L. Rothafel, Nicholas M. Schenck, E. A. Schiller, Ben Shlyen, Sime Silverman, Courtland Smith, Truman Talley, Walter Vinvent, Frank C. Walker, Albert Warner, Harry M. Warner, Gordon White, Nathan Yamins, H. J. Yates, L. A. Young, Adolph Zukor.

Sub-Committees

The following sub-committees were appointed:

(1) **Increasing employment within the industry:**
Harley L. Clarke, M. E. Comerford, Wm. R. Hearst; Sam Katz, Harry M. Warner, Nathan Yamins, H. J. Yates.

(2) **Industry's cooperation with relief agencies:**
George Akerson, R. H. Cochrane, Claude C. Ezell, M. A. Lightman, Abram F. Myers, Charles L. O'Reilly, E. A. Schiller, L. E. Thompson, Walter Vincent.

(3) **Screen cooperation:**
G. McL. Baynes, Joe Brandt, J. E. Brulatour, Emanuel Cohen, Pat Garyn, E. W. Hammons, Sam Jacobson, Courtland Smith, Truman Talley.

(4) **Trade Press:**
Jack Alicoate, Ben Shlyen, Sime Silverman, Martin J. Quigley.

(5) **Advertising Division:**
Hyatt Daab, Howard Dietz, Edward Finney, Glenn Griswold, Paul Gulick, J. L. Johnston, S. L. Rothafel, Gordon White.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. 9-22

FOR SALE CHEAP — Star "Profit Model" popcorn machine. Upright model, on rollers. Perfect condition guaranteed. Ben Rives, Roanoke, Ala. 9-22

LEATHER - UPHOLSTERED seats, rugs, drapes, supply of three-fourths A. C. white flame carbon. B-382, Associated Publications. 9-22

EQUIPMENT WANTED

TWO GUARANTEED positively rebuilt Simplex projectors, with or without reflector lamps. Also motor generators, rectifiers, sound screens. Astounding values. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. eow

HELP WANTED

SALESMEN!—New Trade Stimulator. Deal sure fire. Doubles theatre receipts. $10 commission paid in advance each $35 deal. Outfit furnished free. Big cash daily for producers. Mutual, 130 W. 23rd St., New York. 9-22

POSITIONS WANTED

EXPERIENCED SOUND operator wishes steady position; married, no cigarettes or liquors, eight years' experience, do billposting, janitor work, handle booth alone, non-union, will join. Wife A-1 in ticket booth. All offers considered. References. Address Ray Boyle, Box 525, Payette, Idaho. 9-22

EXPERIENCED SOUND projectionist, disc; want film. Paul Hadley, Piggott, Ark. 9-22

MANAGER, PUBLICITY EXPERT, ORGANIZER—Desires independent or small circuit connection. Write me—results will supplant promises. Address Don W. Davidson, Manhattan, Kas. 9-22

THEATRE LOBBY FRAMES

Manufacturer to you: low cost Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES FOR SALE

PAYING Theatres for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Building, Chicago. 10-6

MOVIE — Fully equipped, $2,500. Miller Theatre Broker, 321 Securities Bldg., Des Moines, Iowa. 9-22

THEATRES WANTED

CAN Sell Your Theatre Quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago. 10-6

THEATRE LEASE wanted by experienced showman. Please give full details in first letter to facilitate doing business quickly. All information given treated confidential. Harry Weiss, 420 Tenth St., Loganport, Ind. 9-22

POPCORN

SOUTH AMERICAN VARIETY $12 per hundred pounds; Brazilian Sunburst, $7.50 per hundred; Jap Hulless, $5 per hundred. Popping condition guaranteed. Douglas Co., Box D7631, Kansas City, Mo. 9-29



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
Morelite, small	10.00	5.50	4.50
Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

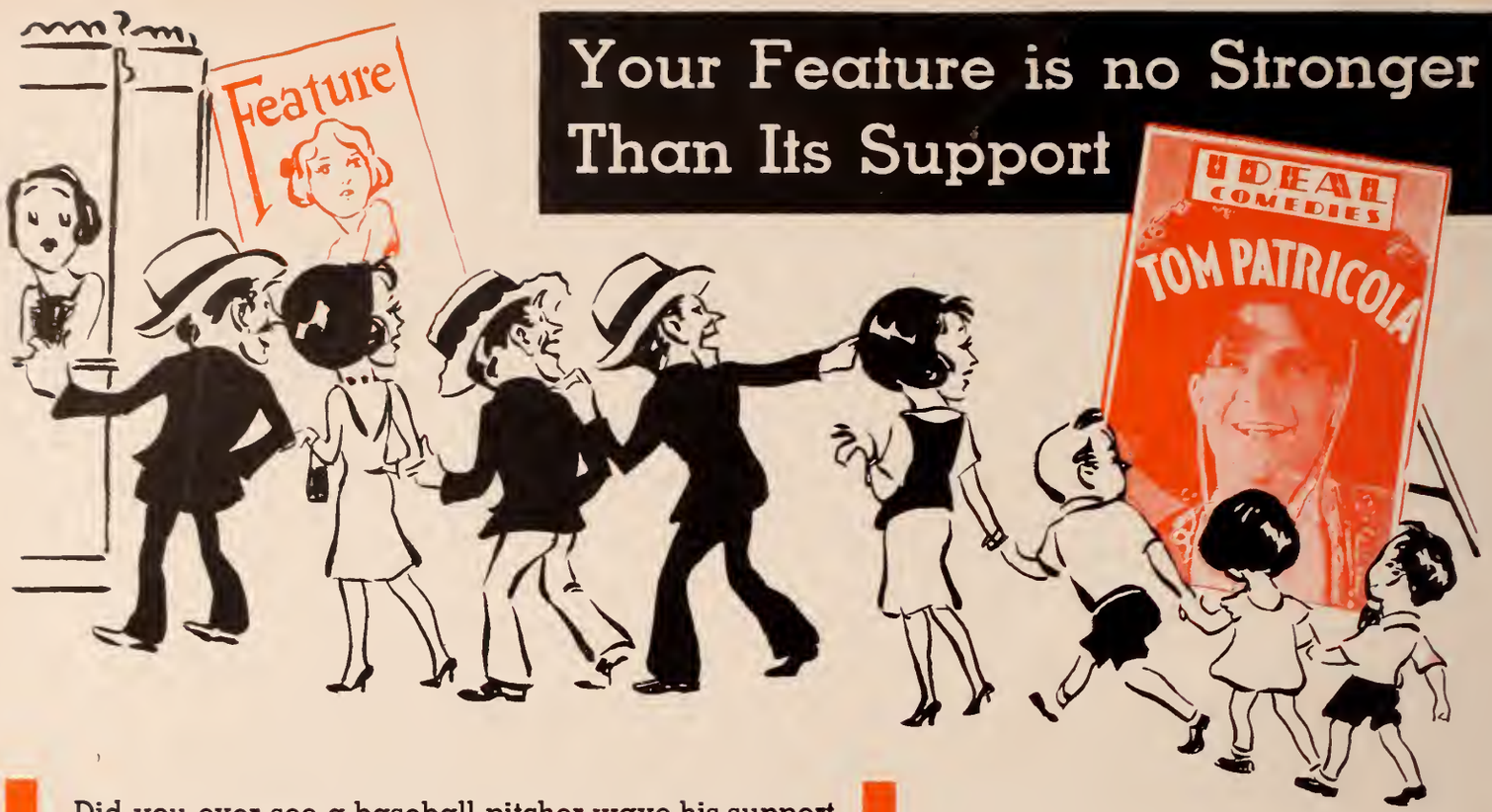
If they are tarnished, dull or cloudy you are not getting good projection.

Stebbins Contribution Toward Lower Overhead.

Stebbins Theatre Equipment Co.

1804 Wyandotte Street — Kansas City, Missouri

Your Feature is no Stronger Than Its Support



Did you ever see a baseball pitcher wave his support in from the field to the bench? Well, hardly. No matter how strong he's twirling, he can't go it alone.

Your feature, too, needs the air-tight backing to the last fade out of the evening's show. No matter how good, it's only half your bill. When it's a flop, your whole show depends on the supporting featurettes.

Educational has a two-reel comedy for every week in the year. And in the 82 single-reel pictures, the world's borders are our studio walls.

Folks don't shell out just to see THE PITCHER. It's the team—the whole show—the *Educational* support—that puts 'em on their toes from the bleachers to the boxes.





"THE TAMALE VENDOR," with Tom Patricola, Charles Judels and Margaret Breen. An Ideal Comedy number "Swell laugh Can't miss." —Film Daily



"POKER WIDOWS" with Patsy O'Leary and Arthur Stone. A Mack Sennett Comedy. A royal flush! The sky is the limit for laughs.

"HAREM SECRETS" with Claude Flemming From the Romantic Journeys Series. Produced by Howard C Brown and Curtis F Nagel. A red hot number from the harems of Morocco. Photographed in Multicolor.





EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, president*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Educational Pictures

"THE SPICE OF THE PROGRAM"

OCT 6, 1931
VOLUME VIII NUMBER 4

MOTION PICTURE TIMES



MOMAND WINS CASE AGAINST GRIFFITH

ALLIED CONVENTION, DALLAS, OCT. 19-20

CIRCUIT AND INDEPENDENT LOCK HORNS IN BRECKENRIDGE

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Football fans demand the best in heroes. Knute Rockne, illustrious coach of Notre Dame's sensational teams, *was* and *is* the best. Six exclusive pictures!

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6 EXCLUSIVE FOOTBALL FILMS BY

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An Oklahoma Monopoly

Court Upholds State of Oklahoma Against Film and Theatre Trust Defendants.

Shawnee — After a two-days' hearing, starting for the third session on September 29, District Judge Hal Johnson upheld the state of Oklahoma's case brought by Clarence Tankersley, Pottowattomie county attorney, for specific violation of the state's anti-trust laws, against a score of defendants, including the Griffith Amusement Company, Paramount-Publix Corporation, Fox Film Corporation, Metro - Goldwyn - Mayer Distributing Corporation, Columbia Pictures Corporation, Universal Pictures, Inc., Roy E. Heffner, branch manager of Paramount-Publix Oklahoma City office, John B. Terry and others.

A. B. Momand, president of Momand Theatres, Inc., is the complaining witness. Momand operates two theatres in Shawnee against Griffith Company. Evidence was held to be conclusively presented by the state showing that a monopoly and conspiracy did exist and that Momand theatres and other independent theatres operating against Griffith Amusement Company were unable to secure representative and sufficient product to operate their theatres.

Judge Hal Johnson held that the state made a prima-facia case for injunctional relief and overruled the defendants' demurrer in the evidence and on the defendants' application set the hearing for October 12.

Momand's suit for damages against the above companies in the amount of $2,500,000, alleging violation of anti-trust laws, conspiracy and monopoly is set for United States Federal District Court early in January of the coming year.

New York—Deal by Fox with Spyros Skouras, whereby the latter will take over some 55 Fox eastern houses, is reported as completed.

Breckenridge Indie-Publix Squall

Plaza Owners Charge Publix Is Attempting to Put Them Out of Business.

Taking to the public their fight with Publix in Breckenridge, R. L. Hansard and C. V. Daniels, owners of the Plaza Theatre, have widely distributed a circular in their territory in which they take Publix to task for, first, previously charging higher admissions than other towns, and secondly, for opening another theatre in Breckenridge, at a lower admission, which the Plaza men say is an attempt to force them out of business.

B. A. Garner, operating the Columbia at Ranger, has been conducting an open fight against Publix for several months. It was at one time reported that Garner

(Continued on page 9)

Allied Meeting

Dates Set for October 19-20 at Baker Hotel in Dallas; Copyright Law to Come Up.

Monday and Tuesday, October 19-30, are the set dates of the annuol meeting of the Allied Theatre Owners of Texas, styled this year as a "Prosperity Convention." The Baker hotel will be the scene of the confabs. "Leave your troubles at home! They're most over anyhow!' the call reads.

Plans for helping exhibitors out of the hole, if they're in one, will be attempted, general pep and enthusiasm will be the key-note, and

(Continued on page 4)

NEW "U" DIST. MGR.

Harry Graham in Charge of Five Branches

Universal Pictures announces the appointment of Harry D. Graham as district manager for exchanges in Kansas City, St. Louis, Oklahoma City, Dallas, and San Antonio. In addition to jurisdiction over the five exchanges Graham will continue as manager of the Kansas City exchange of which he has been in charge since last January.

Graham's first connnection with Universal was in September, 1930, when he became special home representative. Previously he was with Pathe as district manager in command of branches in Indianapolis, Cincinnati, St. Louis and Buffalo.

Lee Wolf Visits Dallas

Lee A. Wolf, of Los Angeles, formerly of Dallas, and a partner in the firm of Herber Bros. & Wolf, arrived Saturday morning on his regular visit which he makes every three months. Texas is the promised land, Mr. Wolf believes.

Cody Ends Appearance

Tulsa, Okla.—Bill Cody, Monogram Pictures' star, is winding up a two-weeks' personal appearance at the Lyric Theatre in conjunction with the showing of "Oklahoma Jim," his recent Monogram release.

E. T. Officials Visit

Tom Clemmons, an official in East Texas Theatres, and Dick Potter, as istant to Joe Clemmons, general manager, were in Dallas last week on a joint film business trip.

Amendment to Cole's Jobless Relief Plan

Just before leaving Dallas for Detroit, Col. H. A. Cole, dictated a letter to MOTION PICTURE TIMES in which he adds an additional plan to his unemployment relief procedure which was printed in full last issue. His letter, which follows, is self-explanatory:

I understand that a meeting of the Motion Picture Unemployment Relief Committee has been called for Monday, October 5, but unfortunately I shall be out of town, having to attend a National directors meeting of the Allied States Association at Detroit.

In addition to the suggestion embodied in my letter to Will H. Hays, which you printed in full in your last issue, I have also made the following general suggestion to thi committee, and I believe this suggestion it more immediately necessary to take care of the need in our own industry than anything else we can do right now.

There are quite a number of small theatres over the state of Texas just on the "border line" between closing and being able to remain open. The mere matter of a few dollars' film rental is the determining factor in these situations. I believe I am conservative in stating that each of these theatres represents a minimum of three employed people. It is my suggestion that a local committee representing both exhibitors and distributors in Dallas be appointed to pass on cases of this nature and make recommendations. I believe such recommendations should be carried out. The cost would be practically nothing, and a small sacrifice of this sort might mean the saving of much distress.

(Continued on page 4)

Threet Closes House in Fight with Chain

Closing his doors Saturday, October 3, with a sign out in front reading that he can't get pictures, L. M. Threet, of the Texan Theatre at Lufkin, is making a spectacular fight against circuit competition, in which he has also resorted to the state's legal machinery to win his battle.

The sign in front of the Texan reads that the theatre will be closed beginning Saturday night on account of being unable to get pictures "due to the selfish motives of the only other theatre in Lufkin in buying up all pictures available." Threet has placed his case in the hands of an attorney and it may be thrashed out within the next 30 days.

East Texas Theatres, Inc., have been operating one theatre, the Pines, in Lufkin.

CONVENIENCE!

Photo-Talker Establishes Exhib. Headquarters

The Phototalker Company has reserved a space in their office, providing a desk, stationery and other conveniences for exhibitors who care to use them while on the Dallas market.

Frequently exhibitors want a little privacy to do a little figuring, check up on pending deals, write letters, etc., and E. P. Herber, of the Phototalker Company, has invited the visiting showmen to use the "exhibitors' retreat," which he calls the desk provision which he has made.

Companies Expand

With the Dallas office of Blizzard Sales Company and BesTone Sales Company, now located at 2009 Jackson street, under the direction of J. O. Ford, factory representative, the two companies are rounding out their complete coverage of the South, having just opened an office in Atlanta at 125 Walton street, with Wade Williamson and D. M. Stewart, both formerly of Dallas, in charge. The New Orleans office was also decently opened by R. T. Kendrick, at 504 Howard avenue.

A MONOGRAM SMASH

Local Office Hits $12,000 in Week's Sales

A smash week total of $12,000 in sales was wired in last week by Monogram Pictures Company to W. Ray Johnston, president of the organization in New York. The record compares favorably with sales years ago when this business was full of competition and when film rentals were high and when box-office receipts were no object.

The Monogram office has made rapid strides in the Southwest, outdoing exchanges in other parts of the United States.

Allied Convention

(Continued from page 3)

the copyright will come in for various and sundry attacks.

Present officers and directors of the Texas Allied are:

Will Horwitz, Houston, president; H. A. Cole, Dallas, general manager; M. Harding, field representative; 1st vice-president, Rubin Frels, Victoria; 2nd vice-president, E. J. Callahan, Crockett; 2nd vice-president, A. V. Wade, Gainesville; 2nd vice-president, H. T. Hodge, Abilene; 2nd vice-president, Henry Sparks, Cooper; secretary-treasurer, A. W. Lilly, Greenville; Directors: W. H. Powers, Henderson; Will Dorbandt, Athens; John E. Lilly, Sulphur Springs; J. L. Santos, Wharton; John Stewart, Kaufman; C. M. Cooper, Alvarado; Sam Hefley, Cameron; H. G. Stein, Luling; H. H. Starcke, Seguin; H. Boynton, Hamilton; P. V. Williams, Munday; Homer Mulkey, Clarendon; B. H. Haralson, office manager.

Gene Finley, exploitation man for United Artists, has been working out of the Dallas office for the last few days after important first-run assignments in western states.

NO A. C. HUM

BESTONE

SOUND ON FILM

FULLY EQUIPPED WITH MOTOR GENERATOR TO WORK EXCITER LAMPS PROPERLY

NO BATTERIES

— Hear BESTONE In —

QUEEN THEATRE, DURANT, OKLA.
YALE THEATRE, OKLAHOMA CITY, OKLA.
GRAND THEATRE, FREDERICK, OKLA.
BISON THEATRE, DALLAS, TEXAS

LIBERAL TRADE-IN
FOR YOUR OLD DISC EQUIPMENT

J. O. FORD, Factory Repr.

BESTONE SALES CO.

Atlanta 125 Walton St. | New Orleans 504 Howard Ave. | Dallas 2009 Jackson

MONOGRAMS TO HAL

Circuit Head Buys Film for Nine Houses

Nine contracts have just been closed between the Monogram Pictures Company and Henry W. Hall, of Beeville, for the nine towns comprising Hall Industries Theatres, it was announced Saturday by Joe Silverman, district manager of Monogram. The Hall towns are Beeville, Refugio, Alice, Cuero, Alice, Kingsville, Arkansas Pass, Sinton and Three Rivers.

The Hall deal winds up all the circuit business for Monogram in this territory, save one, Silverman said, and this one deal is practically closed.

Add to Cole Plan

(Continued from page 3)

There are different ramifications from this general situation. For instance, an exhibitor has been to me within the past week and advised that he could keep open if he were allowed to run the best pictures under the contracts he already has, if he isn't forced to take the others right now. I can see no hardship for the film companies in carrying out this plan. Of course, it is breaking down their block-booking rule, but that rule, in the dire emergency we have today, should be thrown into the waste basket.

I would appreciate an expression of opinion from you regarding this plan. Very truly yours.

(Signed) H. A. COLE,
Manager A. T. O. of Texas.

15% Off on Parts for All Projectors

COMPLETE LINE STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

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Are established and recognized as one of tre most useful and dependable units of a theatre. They are indispensable and more than satisfying. They are economical in price and operation. Your theatre deserves such a system.

Buffalo Air Washers
and Distributing Units

BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas

Leading the Western Field for the Exhibitors' Benefit!

While other companies are still going to make Westerns with a big star, for 1931-32, **Monogram** has already released **three out of six Hoot Gibson De Luxe Westerns,** and the exhibitors are making money on them right now!

6 HOOT GIBSON



Exhibitors have bought groups of western pictures before. The first one was usually good and the rest decidedly mediocre. Or, the first picture was released and the balance didn't come through. That's history.

But MONOGRAM has already released three Gibson De Luxe Westerns and the fourth is in production.

Pardon Us In Saying

that each of the New Gibson Pictures is bigger and better than the preceding one.

YOU WILL KNOW THIS YOURSELF AS YOU PLAY THEM.



R.C.A. Super Recording Produced By M. H. Hoffman, Jr.

1. "Clearing The Range"

Supported by SALLY EILERS who starred in "The Bad Girl." Directed by Otto Browler, story by Jack Cunningham.

2. "Wild Horse"

Supported by ALBERTA VAUGHN and STEPIN FETCHIT. Story by PETER B. KYNE.

3. "Hard Hombre"

Supported by LINA BASQUETTE. Directed by Otto Browser. Story by Jack Natteford.

ALL THREE HAVE HAD KEY CITY FIRST-RUN MONEY-MAKING ENGAGEMENTS.
Second and Third Runs Now Playing. The majority of the theatres in Texas, Oklahoma and Arkansas are also now playing the first run Gibsons.

4. "Gay Buckaroo"

Now In Production

5. A Peter B. Kyne

Story to be announced soon by the author himself.

6. Title and Author

To be selected by vote from exhibitors all over the Southwest.

It's Cotton Picking Time—Book the Gibsons Solid

Monogram Has 34 Productions For You — 14 ALREADY RELEASED

MONOGRAM PICTURES CO.

302 S. HARWOOD ST. — Phone 7-4942 — DALLAS, TEXAS
623 GRAND AVE. — Phone LD 635 — OKLAHOMA CITY
108 SOUTH CROSS — Phone 4-2431 — LITTLE ROCK

THE PUBLISHER'S PAGE

FORWARD!!

THIS once high-riding, head-up industry seems to have its tail between its legs. It's licked. It's lost its guts. And altogether without cause!" So said a picture individual in New York to me the other day. That's a pretty strong indictment; worth pondering over. But his last words—"and altogether without cause"—stuck to me most.

Rather than look for a cause for such pessimism I looked for a cure. And these were my thoughts:

Where are the courageous fighters of yesteryear? Where are the men who beat the Patents Trust? What has become of the genius that pioneered sound? What's become of the showmen who transformed nickelodeons into palaces? They're all still in this business—**but they're too damned still for the industry's good!** Have they, too, got their dampers down?

". . . and altogether without cause!" Pictures today are better than they ever were. With such sterling values as "Street Scene"—"Five Star Final"—"An American Tragedy"—"The Miracle Woman"—"Spirit of Notre Dame"—"Bad Girl"—"Sporting Blood"—and a dozen others could be named—never has this industry had so many good pictures released at one time. And we don't need new inventions to start another era; talking pictures are the greatest entertainment of the age. They need but to be sold right. They need inspired selling!

Perhaps the answer lies in leadership—leadership, not of one man, but by a score of men; leadership in production; leadership in distribution; leadership in exhibition. The leadership that made this industry fifth in size in the world is still in this business. It needs to be aroused. The call is coming for it loudly from every quarter of the industry. Yes, aggressive, fearless, two-fisted, hard-nosed leadership!

WHAT A MARVELOUS RESULT WOULD COME FROM ALL OF THE OLD LEADERSHIP, THAT MADE THIS BILLION DOLLAR INDUSTRY, ASSERTING ITSELF ANEW!

NOW IS THE TIME! LET'S SEE THAT OLD FIGHTING COURAGE; LET'S FEEL THAT INDOMITABLE SPIRIT; LET'S START, AND CONTINUE—ALL TOGETHER—TO TAKE THIS GRAND INDUSTRY TO NEW HEIGHTS OF SUCCESS!

NOW IS THE TIME!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

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Rush Unemployment Relief

"BOOTLEG" FILMS ILLEGAL

To Map Allied Plans

Zoning, Protection, Music Tax, Percentage and Checking Up for Attention of Board.

Mt. Clemons, Mich.—Mapping of plans to oppose the extension of the zoning and protection system into Allied territory and formulation of a campaign for legislation against the music tax and copyright protection bureau in the coming session of congress, are included in the scheduled meeting of Allied States Association board of directors here October 6.

The board meets in connection with the annual convention of the Allied Theatre Owners of Michigan. Further consideration also will be given to percentage contracts and checking. Myers' report to the board will include the plans for unemployment relief.

HI-LITES IN THE WEEK'S NEWS

New York—Announcement was made last week of the marriage on September 26 of Carl Elias Milliken of the Hays organization and Caroline Wood Chase. Mr. and Mrs. Milliken will be at home, 155 Center Ave., New Rochelle, N. Y., after November 15.

* * *

New York — Arthur Housman, formerly in charge of advertising and exploitation for Warner's Broadway houses, has joined Columbia as national director of advertising under Al Selig.

* * *

Hollywood — The M-G-M banner will wave over John Barrymore in his next film. Barrymore, who recently finished his contract with Warner Bros., probbaly will appear next in "Arsene Lupin" with his brother, Lionel.

* * *

New York—Edgar Wallace, famous British author, has been signed by Joseph I. Schnitzer, Radio Pictures president, to write originals for the company. Wallace will go to Hollywood in November to begin his first American picture connection.

* * *

Louisville, Ky. — Assistant attorney general interprets theatres and places of amusement as being free from the gross sales tax, as they do not classify as sellers of merchandise.

* * *

Philadelphia — The local film board of trade has asked Owen D. Young to head a movement for the amendment of the Sherman law "to enable business to exercise its own initiative without government interference, so long as it obeys the rules."

* * *

New York — Eddie Cantor will appear in a second Samuel Goldwyn picture for United Artists release this season. Production is scheduled to start in May.

Gov. Sees "Decision"

Albany—Governor Franklin D. Roosevelt saw RKO-Pathe's Floyd Gibbons' subject, "Woodrow Wilson's Great Decision," and was deeply impressed by the film.

Columbia Brooklyn Deal

New York—Columbia Pictures closed an important booking deal this week when the Randforce Amusement Co. of Brooklyn, signed for the company's entire line-up of 1931-32 product for the 22 theatres in its circuit.

Hughes in "Unwanted"

Hollywood—Lloyd Hughes has been signed for the featured juvenile role in Columbia's "Unwanted," adapted from the legitimate drama by the same title, which is now in production, under the direction of Louis King.

Judge Rules in Granting Injunction to Pathe, RKO; Bureau to Use in Nation-Wide Drive.

New York—In what appears to be a compulsory swansong for "bootleg pictures," Judge Julian W. Mack of the Federal District Court here has issued an injunction to Pathe Exchange and RKO Distributing Corp., against the Apollo Film Company. More than sixty Pathe prints were said to have been seized at the Apollo by the U. S. marshal after investigation by the Copyright Protection Bureau showed that exhibitors in the Metropolitan district were obtaining Pathe pictures from that source. The bureau plans to use the decision in its nation-wide drive on similar infringements.

The petitioners, in their action, declared that they have been selling old films to Emile Snyder, Inc., smelter and refiner, to destroy them and acquire the nitrate. They alleged, however, that this company was selling pictures and named 65 reels which had recently been seized. Louis Ogust, attorney for the defendants, argued that his client had a right to sell these films. Attorney Louis Nizer, representing Pathe and RKO, claimed that the purchaser's rights do not include exhibition and that the sale of the films to Apollo did not constitute a transfer of their copyright. After the case had been argued for four hours Judge Mack granted the injunction. Minutes will be sent to Judge Clarke, Federal District Court, in New Jersey, who has a similar case pending.

Purchase of Loew Rumor Unconfirmed

New York—Officials concerned refused to confirm reports that Nicholas M. Schenck, Louis B. Mayer and J. Robert Rubin have made the Harley Clarke-Chase banking interests an offer of $48,000,000 for the majority block of 660,000 shares of Loew's Inc., stock.

Rubin stated he was not a party to a rumored transaction whereby A. C. Blumenthal, reported spokesman of the group, is said to have offered Film Securities Corporation, which holds the block, an offer of $72 per share for stock sold in 1929 by Schenck, David Bernstein and the Loew family to William Fox for Fox Theatres Corp. at prices ranging between $110 and $125 per share. Rubin said he felt that Mayer was not a party, as well.

Schenck laughed at the report. Statement was not issued by Mayer.

Groups Report Satisfactory Progress; Meetings for City Committee Appointments Scheduled.

Instantaneous and concerted response on the part of all branches of the industry to the Will H. Hays committee plans on nation-wide relief is apparent. Speed is the essential element and the district and city committees are in motion for the most comprehensive unemployment relief plans ever attempted by any industry.

Regional or district committees have been appointed. These groups are to be responsible for appointment of city committees. All groups are to work with local and community relief organizations. Every part of the country and each branch of the industry is represented on the national, regional and city committees. The business stands mobilized and ready to carry on work laid out when Will H. Hays called into conference distributors, affiliated exhibitors and members of both the Allied and M. P. T. O. A. associations.

From all parts of the country come reports of satisfactory progress:

Atlanta—District committee on unemployment relief met here last week and appointed chairmen for major cities in the southeast. These chairmen will be responsible for formation of groups in their cities. Work is being rushed

(Continued on page 18)

BACK TO CLEANERS!

Will Hays Bans Showing of Three Gang Films

New York—Back to the cleaners they go; the whole reputed one million dollars' worth of them!

Three films, charged of glorifying gangsters and beer-running gunmen and making attractive the life of racketeers, have been banned by Will H. Hays and ordered back to Hollywood to be remade or discarded.

Determined to stamp out of pictures any suggestion that may prove harmful to the nation's youth, Hays refused to sanction the pictures on the ground that the glorification of the gangster in pictures is a violation of the industry's pledge made last spring.

Hays' refusal to allow exhibition of the pictures is reported to have the support of industry leaders, despite the staggering financial losses with which the involved companies are threatened.

Rowley, Laredo, Dies in Dallas Hospital

Funeral services for J. H. Rowley, manager of Hughes-Franklin theatres in Laredo, were held in Dallas at 10:30 last Thursday morning, followed by burial ceremony in Grove Hill cemetery. Mr. Rowley died in a Dallas hospital Wednesday, a few days following an operation. He was 65 years old and was the father of E. H. Rowley, former partner of Robb & Rowley and now southwestern manager for Hughes-Franklin.

For many years Mr. Rowley was associated with the Robb & Rowley Theatres, serving as manager in several places. He was stationed at Hillsboro before being transferred to Laredo a few seasons ago.

Before entering the theatre business Mr. Rowley was a railroad executive in west Texas.

The pall bearers were C. V. Jones, Hughes Franklin auditor; Ben Bedford, theatre insurance man; S. L. Stokes, H-F manager in McAllester; D. Bernbaum, former R. & R. partner; Harry Flugham, former R. & R. booker now with Publix, and Harry Sachs, Publix district booker.

H.-F. managers who attended the funeral were: H. M. Rogers, of Sweetwater; Yuill Robb, Big Spring; George Spence, Sherman; Harry Sandburg, Waxahachie. C. W. Taylor, of Hillsboro; Roy Brockman, of McKinney, and K. N. Greer, of Cisco, former R. & R. towns, also attended the services.

Mr. Mowley visited Dallas frequently where he won a host of friends in the trade due to his sunny disposition and friendly contact. He was considered a live showman by those in touch with his work. A successor in Laredo has not been named up to this time.

Bomb Almost Misses

The Oak Lawn Theatre, Dallas, operated by Mrs. Blanche Cutler, was the partial victim of a "stench bomb" a few days ago. A high-powered sedan drove by about 10 o'clock one night and hurled a small light globe containing the fluid into the theatre front. The globe struck a large concrete pillar and splattered. Some of the odor went inside, but the lobby was scrubbed and the damage soon overcome. Mrs. Cutler is reported to have engaged detectives to handle the matter.

DOLLISON DAUGHTER

Girl Born to Wink Theatre Couple

Wink, Tex.—Little Miss Anita Marie Dollison arrived Thursday morning and will make her home with Mr. and Mrs. Lester Dollison. She weighed 8½ pounds and is a pretty baby, even if she does resemble her "daddy" some. Mother and baby are both getting along nicely, and the little lady may be helping sell tickets at the window of the Rig Theatre before long. Mr. Dollison may get behind with his work for a while, for we hear that he spends a great part of his time standing over the bassinet—probably waiting to hear the baby call for him.

Anita Marie was born in the same building, on stage of which her parents were married here before a large crowd of friends not so many years ago. And at the time of her birth the play being shown on the screen was "The Birth of a Nation".

Another Houston Heir

Neal Houston, Fox star salesman, is the father of a brand new baby boy which arrived last week. That makes a total of two fine boys for Neal and he's a mighty proud man, especially on account of the fact that the mother and babe are doing mighty fine.

SHORTS SELECTED

Two Educationals Represent American Shorts

"Spring Training," the first in Tiffany's new Football for the Fan Series, and "Vagabond Melodies," a new Lyman H. Howe's Hodge-Podge, have been selected as representative American short subjects productions. Prints of both these Educational Pictures releases have been sent to Rome, Italy, where they will be screened before the International Council of Women, sub-section of motion pictures, meeting under the auspices of the League of Nations at the International Educational Cinematographic Institute, which will be attended by women from all over the world.

The decision of the fitness of these films to represent American production was made by Governor Milliken of the Hays organization, on the basis of the reports made by the organization's various reviewing units.

Kent Opposite Keene

Culver City — Barbara Kent, who was the girl appeal in two Harold Lloyd feature comedies, has been signed as leading woman for Tom Keene in his second RKO-Pathe western, "Freighters

Herber Bros. & Wolf

313 S. HARWOOD STREET — DALLAS

is exclusive Texas Distributor for the

OPERADIO A. C. AMPLIFIER

The amplifier that makes the operation of sound-on-film practically as simple as running silent pictures.

UTMOST QUALITY ABSOLUTELY NO HUM FULLY GUARANTEED

UNIVERSAL SOUND ON FILM

the precision sound equipment that has become a sensation because of its economy in sales price and operation and because of its high quality, unsurpassed by any other equipment.

PROTECTED BY DeFOREST AND JENKINS TELEVISION PATENTS FULLY GUARANTEED.

UNIVERSAL and OPERADIO are a great combination never to be outdone in quality by the high-priced equipments, and not equaled in sales by the cheap equipments.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

"COTTON NIGHT"

New Premium Deal to Help Cotton States

A premium seat-selling plan, different from all others, and which is considered of timely importance to theatres throughout the South, has been unfolded by the Muscogee Manufacturing Co., of Columbus, Ga. The big idea in the plan, which carries an exploitation wallop, is to "help the cotton situation in Texas, Oklahoma and Arkansas".

Walter H. Foster, veteran showman, is in Dallas, getting the plan under way and conferring with exhibitors who are interested.

First of all a bale of cotton is placed in front of the theatre, and a banner tells the town that the theatre is doing its bit to raise the price of cotton. A definite advertising campaign is compulsory, Foster explains, all of which the company supplies.

On any night selected the theatre gives away free a pair of finely made towels. They are different from regular store-bought towels, in fast colors, various weaves, etc. All towels come in sets of two and the exhibitor does not have to bother with giving away a great number of pieces. The patrons get towels, and that's all. They can get towels on every "Cotton Night," along with their paid admissions. The towels, of course, are given to lady patrons only.

Because the plan has unusual advantages for theatres in cotton areas, exhibitors who are interested can get in touch with the proposition by writing MOTION PICTURE TIMES.

Indie-Publix Tilt

(Continued from page 3)

was interested with Hansard and Daniels in the Plaza at Breckenridge, but the latter men were quick to correct the report stating that their theatre was advertised as strictly a home-owned proposition and that they wished to conduct no fight with Publix as Garner was doing. On the other hand, they were going in for the live and let live policy.

But now the Breckenridge men have changed their tactics, as evidenced by the circular they put out as follows:

PUBLIX, THE OCTOPUS, SHOWS IT'S TEETH

AN ANNOUNCEMENT MADE TODAY BY THE PUBLIX THEATRES SAYS THAT THEY WILL OPEN THEIR NATIONAL THEATRE FRIDAY AT POPULAR PRICES.

POSES AS ARLISS

Imposter Passes for Eminent Actor

George Arliss sails from England next Thursday on the Olympic and will arrive in New York on October 7. Just the same, his presence was reported last week from various cities in Texas, where it seems that he has been wined and dined by the leading citizens. An imposter, in fact, has succeeded in capitalizing on the prestige and popularity of Arliss in connection with the general release of his latest picture, "Alexander Hamilton," by posing as the eminent English actor.

So far he has succeeded in his imposture, but warnings have been sent out to Arliss admirers in the Southwest. The real George Arliss will proceed from New York direct to Hollywood, where he is to make "A Successful Calamity" at the Warner Brothers' studios. He will be accompanied by Mrs. Arliss.

Blizzard Cools Best!

YALE THEATRE
S. Caporal, Mgr.
OKLAHOMA CITY, OKLAHOMA

Mr. J. O. Ford, Sept. 12, 1931.
Dallas, Texas.
Dear Sir:

I take great pleasure in writing to you in regard to our Blizzard Washed Air Cooling System. After two months of trying test on various conditions, in my opinion it is supreme to anything I have ever seen. The air that comes out from it is like being on top of a mountain, dry, clean and refreshing.

I have 2½ and 5 horse speed motor and up to now I have not used the 5 horse speed, as the 2½ h. p. gives all the cool air we need. It has cut my electric bill about $24.00 per month and I have received countless compliments from my patrons.

I remain with best wishes,

Respectfully yours,
Sam Caporal

BLIZZARD SALES CO.

Atlanta 125 Walton St. | New Orleans 504 Howard Ave. | Dallas 2009 Jackson

This Seems To Be the First Step of Publix to Try to Force Competitors Out of Breckenridge.

When we decided to go into the heatre business for ourselves after working for Dent and Publix Theatres for several years, we chose Breckenridge because Publix was holding the people up for the theatre entertainment. At this time Publix was operating one theatre in Breckenridge, one in Eastland, and one in Ranger. Competition in Eastland and Ranger forced Publix to lower their prices to 25c and 35c. The reduction was announced in Eastland and Ranger February 12. No reduction was announced in Breckenridge despite the fact that practically the same pictures were shown. The local Palace does not represent as much investment as the Ranger Publix. However, they announced a reduction in Ranger and not in Breckenridge. Any child can readily see Publix was robbing the people of Breckenridge because they were without competition. Interviews with a number of business men gives as the consensus of opinion that business conditions are worse in Breckenridge at the present time than they have been for the past five years. Until January 1, 1931, Publix owned and leased three equipped theatres in Breckenridge, but saw fit to operate one of them. When their lease expired on the theatre we are now operating they turned the lease back to the owner, giving as the reason the fact that conditions would not warrant the operation of the house which they had had under lock and key for a time.

After operating the Plaza Theatre only 6 weeks we have shown Publix there is room in Breckenridge for three theatres to operate profitably assuming of course they are expected to make money out of this National. We honestly believe that Publix Theatres are opening the National Theatre for only one reason: To try to force us out of town, so they can continue to "soak" the people unmolested for the hot half they have been hooking the people for all these years. They saw fit to operate only one house while they had three under their control and now when opposition comes into town they announce the opening of another house at the cheapest admission of any Publix house in the Oilbelt. Your Plaza Theatre is a home-owned and operated institution. The building was remodeled and re-decorated by local labor. Publix Theatres operating the Palace and soon to open the National with off-brand sound equipment, who holler so loud about union affiliations saw fit to import labor from Dallas and Ft. Worth to try to get the National ready for opening.

Publix, the "Union's Friend," is using non-union operators in both their shows at Manger and Eastland, yet in Breckenridge they boast of their union affiliation. Publix theatres are the same by the union as they are by the citizenship of Breckenridge. Their interest is purely commercial. If they had the interest of the citizenship of Breckenridge at heart they would have reduced the admission price of Breckenridge when they announced a reduction in Ranger and Eastland last February. It is evident we have thrown a wrench in the wheels of Publix operation and it is necessary to get us out of the town if they are to continue to hornswaggle the people of Breckenridge on their entertainment.

Without the patronage of the citizenship of Breckenridge it will be impossible for your Plaza Theatre to continue to operate against the cut throat methods employed by the big Octopus. We have enjoyed an excellent business from the citizens of Breckenridge and have received flattering compliments and thanks from the many people who tell us we have delivered them from prewar theatre prices. We believe the theatre-going people of Breckenridge appreciate the fact that we have made it possible for them to see and hear first class entertainment at the fair prices enjoyed by our neighboring cities. We believe we have the citizenship of Breckenridge with us in the hard fight we feel we are going to have with Publix, and failure of the Breckenridge citizens to continue to support us will mark a return to the old reign of one theatre and one price—"That hot half."

THANKING EACH AND EVERY PERSON WHO HAS ATTENDED OUR THEATRE, OR WHO HAS IN ANY WAY CONTRIBUTED TO THE GREAT SUCCESS WE HAVE ATTAINED WITH YOUR PLAZA THEATRE, WE ARE YOURS,

Signed: R. L. HANSARD
C. V. DANIELS

DeStafeno Still Smiling

Arthur DeStafeno, manager of National Theatre Supply Company in Memphis, who holds a mean sales record with the organization, reached Dallas Saturday for a few days' visit with his mother here, and also to visit the Dallas branch and numerous friends of his in the old home town. Arthur is looking well and smiles as usual.

Miss Long to Universal

Miss Bonnie Long, former Film Board secretary in Albany, New York, and former assistant to Don C. Douglas in the Dallas Film Board office, has gone to San Antonio to accept a place in the Universal exchange, where L. C. Baxley presides as branch manager.



The 2 GREATEST OUTDOOR STARS ON THE SCREEN today



"Action!" demanded the public and Columbia answered with action aplenty by Buck Jones and Tim McCoy who have literally galloped into the hearts of hundreds of thousands of film fans.

So impressed was Variety's reviewer with the type of product Columbia is turning out, that he suggests that "every producer of out-door pictures should see these actions in every inch of the film."

Buck Jones and Tim McCoy are proving life-savers to exhibitors everywhere.



BUCK JONES

His personality box-office.
His stunts fresh and daring.
His stories smart and thrilling.
His productions powerful.

TIM McCOY

His characterizations sterling
His public favor far reaching.
His performance breath-taking.
His productions masterful.

COLUMBIA PICTURES

COLUMBIA LEADS IN FAST MOVING PRODUCTIONS

COLUMBIA PICTURES

NEWS FROM EVERYWHERE

CURRENT EVENTS GATHERED FROM ALL PARTS OF THE COUNTRY

DUAL FILM CONFAB

Chicago—All local Warner theatres are now double-featuring following the successful policy at the smaller Warner houses. A meeting was held last week to determine whether the policy should be continued. No agreement was reached after a six-hour session.

STOPS STAR SYSTEM

Dallas, Tex.—The use of stars in rating pictures has been discontinued by the "News" here as the result of efforts on the part of John J. Freidl, Publix de luxe division manager. Freidl's contention was that, although two stars are supposed to designate that a picture is "good," to the public this is damnation with faint praise, and unless a picture gets at least three stars most folks stay away from it.

BOMBING PREVENTED

Birmingham, Ala. — Efforts to stench-bomb the Strand Theatre here failed when an usher observed two boys carrying a package which was leaking. It was later learned that the boys had been offered $2.50 each to do the job. The Strand is a unit of the Birmingham Theatrical Amusement Co. houses which recently went non-union when operators refused to take a cut in wages.

FUNERAL FOR LOWRYS

Cincinnati — Funeral services were held September 27 for Mr. and Mrs. Arnold Lowry, who were recently drowned while sail boating on Lake Erie. Both were well known in the film industry, Mrs. Lowry having been secretary of the Cincinnati Film Board of Trade, and her husband Columbia auditor.

PLANT NEAR COMPLETION

Kingsport, Tenn.—The Tennessee Eastman Corp., subsidiary of the Eastman Kodak, will be ready soon to begin operations here at its vast plant now nearing completion. Acetate yarn, a synthetic textile chemically related to "safety" film, will be manufactured.

STARLING TO ALLIED

Dallas, Tex. — R. V. Starling, well-known film salesman, is now representing Allied Film Exchanges.

"FINAL" WOWS CLEVELAND

Cleveland — Firteen minutes after the Lake Theatre here opened with the initial performance of Warners' "Five Star Final" every seat in the house was occupied. The picture is being held a second week, and although booked for four days at the Variety and Uptown playing simultaneously with the Lake, the picture was held a full week at each. This is the equivalent of a four weeks' first run.

MYERS TO SPEAK

Pittsburgh—Abram Myers, president of Allied, is slated to speak at the annual sessions of the M. P. T. O. of Western Pennsylvania and West Virginia here on October 5.

FRANKLIN CONFIRMS

Los Angeles—Howard Franklin last week confirmed the Hughes-Franklin deal for the Paramount and United Artists theatres here. These houses recently were purchased from Publix.

UNION PROBE

Albany — Charges have been made to Governor Roosevelt against District Attorney Thomas C. T. Crain of New York for failure to act in connection with alleged racketeering of officials in conducting the affairs of the M. P. Machine Operators' Union of Greater New York. The Court of Appeals has handed down a decision giving two operators a complete victory against Sam Kaplan, union president. The operators have been fighting for two years to get an accounting of union funds spent over a period of three years.

ASK ALLIED "REFORMS"

Mt. Clemons—The Detroit Exhibitors Club is expected to present a list of suggested "reforms" to members of Allied T. O. of Michigan in session here today. If the club demands are met, it is understood the organization will return to its former policy of a strictly social group. If not—well, many reports are current.

TELEVISE "STORK MARKET"

New York—Columbia Pictures' Krazy Kat cartoon, "The Stork Market," produced by Charles Mintz, has the distinction of being the one motion picture to be used by Sanabria Television in its demonstration, which is one of the features of the Eighth Annual Radio Electrical World's Fair, in New York.

16 MM. BUYS PLANT

Palisades, N. J.—International 16 mm. Pictures, Inc., has acquired the Hudson Film Industries Laboratories here. Present 1,500,000 feet weekly capacity of the plant will be increased to approximately 4,000,000 feet weekly. Negotiations for a second laboratory for treatment of both 16 and 36 mm. film are understood to be under way.

SPECIAL MISS. SESSION

Jackson, Miss.—Special session of the Mississippi Legislature, called by Governor Bilbo to raise needed state revenue, is being watched with considerable interest by exhibitors in this territory.

CHANGES IN OHIO

Cincinnati—Allen Moritz, former Cleveland Tiffany manager, has been appointed manager of the Columbia exchange in Cincinnati. He succeeds Morris White. William Rosenthal has succeeded Clifford Almy as local United Artists manager.

TORTURE IN CHI. WAR

Chicago—Personal violence entered the local operators' war here last week when Michael Aivey, imported operator at the Adelphi on North Clark street, and Wallace Lindley, usher at the same house, were kidnapped, tortured, beaten, and robbed by four men. A reward of $500 for arrest and conviction of the perpetrators of the outrage has been offered by Ludwig Sussman, owner of the theatre. The strong-arm tactics are interpreted as opening a further breach in the theatre-operator tussle.

EASTMAN MUST PAY

Philadelphia—Back dividends of $853,500 must be paid by Eastman Kodak Company to the Alien Property Custodian on stock issued to a German corporation in 1903 for part of its business in Europe, and which was seized during the war, according to a recent decision by the U. S. Circuit Court of Appeals.

ASK FEDERAL RULE

Denver—A resolution passed by the House of Deputies and Bishops at the convention of Protestant Episcopal Churches here calls upon the government to establish a Federal Commission to govern motion pictures the same as radio. Submission of the resolution was accompanied by a letter from Canon William Sheafe Chase, in which the Canon severely criticized motion pictures and Will H. Hays.

NAME CITY CHAIRMEN

Atlanta—The newly-formed district committee on unemployment relief met here last week and appointed chairmen for each key city in the Southeast. These chairmen will assemble exhibitors in their cities and bring about the selection of city committees.

H-F DIVISION OFFICE CLOSED

Kansas City—October 10 is the date set by Hughes-Franklin for the closing of its divisional offices here. According to present plans, Rick Ricketson, who has been in charge, will be made manager of the Southern California division. R. S. Campbell remains as city manager.

PUBLIX DROPS FOUR

Macon, Ga.—Latest step in the disorganization of Publix in the Southeast is the passing of four Publix houses here to the Lucas chain of Atlanta. Publix now operates only one house in Georgia, that being the Georgia in Atlanta. Rumors are rife concerning early passage of this unit to other hands.

BUYS WAR., F. N., VITA.

Jacksonville — Contracts have been closed between E. J. Sparks circuit of some 65 houses in 40 situations and Warner, whereby the entire Warner Bros., First National and Vitaphone product for 1931-32 will be played over the chain of state houses.

NO N. O. TRUCE

New Orleans—Failure of Associated Theatre managers and the local musicians' union to agree on contraet terms for the coming year may necessitate turning the matter over to Joseph N. Weber, president of the American Federation of Musicians.

THIS WEEK
in
HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

UNCLE CARL LAEMMLE is back in the film city after two months in Europe and one month in New York. "General conditions are not normal by any means," he said. "But America is fortunate in comparison to Europe and if we quit talking about depression and really practice prosperity we'll have it."

Pondering over the number of times Uncle Carl has made a trans-Atlantic voyage, we wouldn't be surprised to see a release coming from Universal titled "The 28th Crossing."

* * *

A supplemental contract form for use when players are engaged for roles on a stipulated sum and time guarantee basis, has been distributed to the studios by the Academy of Motion Picture Arts and Sciences. This becomes effective immediately. The contract supplements the standard "minimum contract for artists" established by the Academy two years ago.

* * *

Emslie Emerson, El Brendel's wife (in the "Big Trail"), returns from Europe accompanied by a new picture—a water color portrait of her "Mona Lisa" features.

* * *

Heavy production schedule at Monogram studios marks the return to picturedom of I. E. Chadwick, well known producer of silent days, according to announcement by Trem Carr, Monogram production head. Pictures allotted to Chadwick by Carr's decision are "The Western Limited," "The Law of the Sea," "Police Court" and "The Fatal Alarm." Trem Carr personally will produce remaining Monogram melodramas and westerns and seven Bob Steeles.

* * *

Will Rogers is contemplating a visit to England and possibly Russia. Will is to be accompanied by Mrs. Rogers and their daughter, Mary. Young Bill will be attending Stanford University, and Jim, the youngest of the family, at military school in New Mexico.

"It's best for the kids to be in school even when we're home," Bill says. "We can't learn 'em anything at home—especially manners."

* * *

Film companies and studio officials are named defendants in a suit on file in superior court for $6,000 over the asserted sale of the novel "Women Like Men," written by Georgette Carneal under the name of Allen Leigh.

The suit, filed in behalf of the Macauley Company, publishers, names Pathe Studios, RKO Studios, E. B. Derr, Charles Sullivan and Andrew J. Culp as defendants. The Macauley company charges the defendants agreed July 19, 1930, to purchase the screen rights to the novel, but later refused to make payments.

* * *

We hear on all sides that Harry Carey is planning to organize an independent company to produce westerns. Carey is signed for "Law and Order" with Walter Huston at Universal but present gossip is that he plans to make eight westerns with "Cavalier of the West" chosen as the first story and John McCarthy under consideration for the directorial assignment.

* * *

A picture without stars will be coming from Radio Pictures if present plans develop. The vehicle contemplated is said to be "High River," purchased several years ago. It is considered ideal for the development of the many young players now at this studio.

* * *

Laurel and Hardy will not hog the field as comedians of feature length fillums. News comes from the Universal lot that Slim Summerville and Zasu Pitts are to be teamed in a full length comedy. The story was written by Dale Van Every and is titled "Pudge." Thornton Freeland is slated to direct.

* * *

A wag from the Fox lot tells us that James Dunn is lined up to play opposite Janet Gaynor in "Heart Free." Dunn made his screen debut with Sally Eilers in "Bad Girl." He will burst forth into song in this new opus. Words and music by Buddy DeSylva.

* * *

Roy D'Arcy is back from a tour behind the footlights. He returns to the screen as the menace in "The Gay Buckaroo" western special produced by M. H. Hoffman, Jr., starring Hoot Gibson.

* * *

David Howard is to direct his first feature length production in English. He has been given the directorial assignment on George O'Brien's next starring vehicle for Fox, "The Rainbow Trail." Howard was assistant director to King Vidor before directing Spanish versions for Fox.

* * *

Beauty contest winners still crash into cinema land. The latest to secure a contract is Helen Robinson, winner of the "Miss Sweetness" contest held by the National Confectioners' Association. She has been signed by M-G-M. She will have six months' training and of course her name will be changed—we are speaking cinematically.

* * *

Sheila Manners, Gibson Gowland, James Marcus, Jack Richardson, Frank Lackteen and Hank Bell will be in the supporting cast of "Land of Wanted Men," Monogram western, starring Bill Cody and 12-year-old Andy Shuford, according to an announcement by Trem Carr, Monogram production head, and selected by Harry Frazier, director. "Land of Wanted Men" is the fourth of the "Bill and Andy" western series.

* * *

Judith Wood goes from supporting parts to a leading role in one leap. She will have the feminine lead in Paramount's "Working Girls," with a supporting cast composed of Charles (Buddy) Rogers, Stuart Erwin and Dorothy Hall. Her name was changed from Helen Johnson to Judith Wood when she signed a term contract with Paramount. She came to the notice of Paramount execs through an excellent bit performance in "The Divorcee."

WE MEET



NOAH BEERY

We dropped in at Monogram studios to find that Noah Beery, doing the heavy lead in "In Line of Duty," had a real fan following. A sturdy stage hand was following him around with an electric fan to keep him looking cool enough for a Canadian trapper.

Another cooling influence, however, was quite noticeable on the heretofore radiant features of Trem Carr, Monogram production head. As he closed the door of his private sanctum Noah let out a hearty laugh and exclaimed, "There goes my pal!" He continued to chuckle gleefully then added: "Yes, sir, and what a fisherman he turned out to be."

It seems that Producer Carr had gotten Noah to appear in "In Line of Duty" by promising him some good fishing while on location and took him to a spot where there wasn't a trout within a hundred miles.

In order to show Carr that he held no grudge Noah assured him of some real fishing and a big catch by inviting him to his Paradise Trout Camp over the week-end. Just before Trem Carr arrived, however, Noah gave his pedigreed trout the biggest meal they'd had in six months.

Carr spent the whole week-end dangling his hook in front of the noses of the biggest trout he'd ever seen without getting even a bit.

Speaking of his role of the French Canadian trapper in Monogram's "In Line of Duty," Noah expressed the belief that it would stand alongside of his Sergeant Lejune in "Beau Geste," and his title role in "The Sea Wolf."

He commented highly upon the work of James Murray and Francis McDonald, said that he thoroughly enjoyed playing with Sue Carol and thought she was a "great little trouper."

We have an open invitation to his Paradise Trout Camp and we shall avail ourself of the opportunity at some future date, dropping in on short notice without giving him time to tip the trout off.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

The Man From Death Valley

Monogram—60 Minutes

Cast: Tom Tyler, John Oscar, Gino Carrado, Stanley Blystone, Betty Mack, Si Jenks. Directed by Lloyd Nosler.

A pleasing action story with some thrilling gun play and fast riding. The story concerns a sheriff in league with a pair of bandits and their plans to hold up a cattlemen's bank. Tom Tyler, hiding his identity as a United States marshal sent out to break up the gang, furnishes the suspense. He overhears the plot to rob the bank at a certain hour and beats the robbers' time by making the haul himself. He is caught by the sheriff who also discovers the hiding place of the gold, going back for it later to double cross the bandits. Tyler is on the verge of being lynched when he makes his escape from the jail through the aid of his sweetheart and all ends well with the thieves falling out and killing themselves off.

SELLING SEATS: Play up Tom Tyler. Decorate your lobby in Western style, and don't forget a cactus or two. Dress a man to resemble a U. S. Marshal, minus the badge of course, and place a card on his back proclaiming "I'm looking for 'The Man From Death Valley.' When last seen he was headed for the Blank Theatre."

A Dangerous Affair

Columbia—71 Minutes

Cast: Jack Holt, Ralph Graves, Sally Blane, Susan Fleming, Blanche Frederici, Edward Brophy, De Witt Jennings, Tyler Brooke. Directed by

Here we have an excellent comedy mystery drama that is fast-moving and gripping in its suspense. Ralph Graves plays the part of a small-town reporter who robs Sally Blane of her necklace in order to stir up some news for his paper, and to help his police lieutenant friend, Jack Holt, win fame and promotion. But little does he realize the trouble he stirs up for everyone concerned. Jack Holt takes the necklace from Graves, intending to return it to Sally; then someone in turn steals the necklace from Holt. Then things begin to happen in rapid succession. Most of the story takes place in a haunted house, where the will of Sally's uncle is read. The strange, crackling laugh of the lawyer is terrifying. Queer noises are heard. Spooks and ghosts appear, and mysterious shadows are seen in the haunted house. Moreover, the lawyer and a jeweler are found murdered. But, of course, our two gallant heroes solve the baffling mystery.

SELLING SEATS: Play up the Holt-Graves combination by reference to "Submarine," "Flight," "Dirigible." The haunted house angle is good. Give a prize for the best haunted house story. Play up the reporter part—the newspapers will aid in this. Suggested catchline: "Make it your affair to see 'A Dangerous Affair' at the Blank Theatre."

Alexander Hamilton

Warner Bros.—73 Minutes

Cast: George Arliss, Doris Kenyon, Montague Love, Lionel Belmore, Dudley Digges, Alan Mowbray, June Collyer, Rolf Harolde, Charles Middleton, Morgan Wallace, John T. Murray, Gwendolin Logan. Directed by John G. Adolfi.

Screen adaptation of play written by Arliss and played on the stage by him about 14 years ago. This historic story of that part of Alexander Hamilton's life which most Americans have overlooked is an achievement of which he may be justly proud. Story opens with Washington's farewell to his army and goes into the story of Hamilton's efforts to establish the credit of the new nation by having a central government assume the indebtedness of the various states. Masterful strokes of diplomacy in outwitting his political enemies even in the face of a blackmailing scheme to wreck his home life give Arliss a chance to display his superb ability and adds another to his triumphs on the talking screen. The supporting cast was well chosen and the direction of the best. Settings and costumes in keeping with grandeur of production. Entertainment of the highest standard.

SELLING SEATS: The star is best selling angle. Tie up with schools on historical story.

Wicked

Fox—55 Minutes

Cast: Elissa Landi, Victor McLaglen, Theodore Von Eltz, Una Merkel, Allen Dinehart, Oscar Apfel, Irene Rich, Blanche Payson, Kathlen Kerrigan, Eileen Percy, Mae Busch, Blanche Frederici, Lucille Williams, Alice Lake, Ruth Donnelly, Edmund Breese. Directed by Allan Dwan.

Miss Landi as the wife of a bank employee who has gone wrong. In attempting to aid him escape capture she accidentally shoots an officer and on circumstantial evidence is sent to jail. The husband is killed trying to get away. She is about to become a mother and when the child is born she gives it in care of a society who places it with a wealthy family for adoption. Victor McLaglen as a former suitor hears of her plight and fights for her freedom and the regaining of her child. This accomplished they sail back to Australia together. Too much sordid prison sequences and only for brightening up by Una Merkel as a helping friend the picture would be rather morbid. Women will like it from the mother-love angle. Rates only fair entertainment value.

SELLING SEATS: Plenty of names to conjure with in this one. Title a bit misleading but can be used to arouse curiosity.

Penrod and Sam

First National—71 Minutes

Cast: Leon Janney, Matt Moore, Dorothy Peterson, Zasu Pitts, Junior Coghlan, Johnny Arthur, Chas. Sellon, Wade Boteler, Helen Beaudine, Nestor Abner, Billy Lord. Directed by William Beaudine.

Booth Tarkington story that never grows old. Made in silent form by First National in 1923 this picture will draw many who will want to see it again, especially with a new cast and since Leon Janney, the juvenile lead of "Father's Son," plays the part of Penrod. It is just the type of picture for family showing and it wouldn't hurt to see more of this kind made.

SELLING SEATS: Just advertise the name of the picture and word of-mouth advertising will do the rest. Libraries and book shops will gladly cooperate. Get the schools interested in a special matinee performance.

SHORT SUBJECTS

A Burglar to the Rescue

Universal—22 Minutes

The first of the Shadow Detective series filled with plenty of thrills and creepy suspense by the use of a shadow projected throughout the reel, with the voice of the shadow forecasting the retribution that awaits the criminal. Mystery and suspense is dominant throughout, but the ending leaves the impression that the story is to be continued in the next reel. The numbers in this series are more than just program fillers. They should help draw regular patronage.

Beach Pajamas

RKO-Pathe—20 Minutes

This number just rates fair. It is one of the Traveling Man comedy series, with Louis John Bartels in the title part. The hero gets in a tough jam when he tries to flirt with the fiancee of the owner of a large department store, whom he intended to sell.

Poker Widows

Educational—20 Minutes

This Mack Sennett comedy is a scream with the famed vaudevillist, Arthur stone, and Patsy O'Leary, who is said to be one of Hollywood's fastest thinking wisecrackers. Instead of old slapstick comedy there is excellent dialogue and more plot. Besides there is a good lesson for both husbands and wives in showing how a Royal Four-Flush may be just a bride's mistake.

Fast and Furious

Universal—19 Minutes

Featuring Daphne Pollard, this two-reeler is mostly custard pie-throwing and the usual slapstick comedy in which Daphne has been seen time after time. In practically the whole show all she does is flop ungracefully on the sidewalk. There is nothing really funny. It is just a mess from start to finish.

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(Chapter One)

"SENSATIONAL PRODUCTION"

BEFORE we thoroughly understand the methods of exploitation we must concentrate on the thought that exploitation employs keen foresight, study, and pure logic. With this in view you will therefore visualize that we are managing a theatre (small or large the principles of exploitation are the same) and get to work. For the subject of sensational type of production we will exploit Columbia's ace production "Dirigible".

Let us consider the press book. The press book is written by experts in publicity and exploitation solely to help the exhibitor. It is therefore logical to believe that these experts have sufficient advice and assistance of a benefit. We therefore follow the press book closely. We then call a meeting of the house staff which consists of every employee of the theatre. The reason for which will be explained later. At this meeting we consider the exploitation of "Dirigible" using the press book as our guide. Advanced reports have rated this production as a super-special. We therefore decide that a production of this type will warrant an extra expenditure.

Exploit Adventure-Love

The press book of "Dirigible" shows us sensational type of paper from 24 sheets to one sheet. We know that this production is a sensational air production. We know that it has a strong love theme. We know that it is made with the co-operation of the U. S. Navy. We know of its airplane and dirigible photography. We know of the national essay contest. We see 50 different star tieup stills, and read the special publicity and stories written by experts. We then definitely decide to exploit it as an air spectacle of adventure, emphasizing the powerful love triangle and remembering that "Dirigible" is a family picture, not to exploit it as a war picture.

We base our campaign on truth, using pure logic in our methods of exploitation. The first consideration is our newspapers. Because of the timely interest in air movements our editor is interested in the placement of advanced stories and photos. We are of the opinion that one picture is worth more than a thousand words and we endeavor to plant as many photos as possible. Our order for accessories being placed well in advance is now delivered. Nothing creates a sensation like a sensational theatre front. The artist designs a theatre front showing a huge dirigible cutout. We stick closely to the press book and advance assistance from the producers. Our complete campaign is tied up with local publicity and opportunities. A sound motion picture trailer is immediately shown on the screen. Special lobby art frames are placed in the lobby. Heralds are distributed in the theatre two weeks in advance.

Here is the complete campaign and the methods applied in securing this publicity:

Newspaper Publicity — Two weeks in advance of showing, photos and stories appear in all papers. The mayor was presented with a miniature dirigible by the theatre manager. A photograph was taken and a three-column photo appeared in a newspaper. A six-serial story on the romance and history of "Dirigible" was run in the newspaper. A story on the advancement of aviation was planted through the cooperation of the aviation editor. A "Dirigible" club was formed for young air enthusiasts. Prizes were awarded for the best dirigible built.

Advertising — Our theatre increased its advertising expenditure 100 per cent. A teaser campaign using one column, one inch, was started 10 days in advance. Gradually built to large opening spread. Strong, forcible lines were used in each ad. The line "Not a War Picture" was carried in all ads.

U. S. Navy Tieup—Special one-sheets with the theatre imprint were posted free on all U. S. Navy stands. The Navy recruiting officer furnished white uniforms to our ushers. Flags for decoration and a small navy recruiting office was installed in the lobby of the theatre.

Radio—The local radio broadcasting station allowed free time because we invited the president of the local aerial club and members of the local flying field to speak on the subject of lighter-than-air craft ond their experience with dirigibles.

Air Field Tieup—The local Curtiss flying field loaned us an exhibition of aviation apparatus for lobby displays, in return of the Curtiss advertising card in the lobby.

Street Car Tieup—All street cars carried a half-sheet reading, "Ride the Street Cars to See 'Dirigible.'" Only cost of the theatre was the cost of the cards.

Taxicab Tieup—The local taxicab company carried tieup covers which we bought from the exchange in return for passes.

Liberty Magazine Tieup — Because of the producers' arrangement with Liberty Magazine, 10,000 tabloids on "Dirigible" were purchased from the exchange and distributed free by the Liberty Magazine boys as an insert with Liberty. A free show was given the Liberty boys.

Merchant Tieup Ads—Through the medium tieup stills 200 windows showing these stills on tieup mounts were secured.

Children's Campaign — Special drive was made for the young folks and 2,000 dirigible games and 5,000 blotters purchased from the exchange were distributed at all schools.

Library Tieup — A one-sheet frame was placed in a library calling attention to special books on aeronautics.

Street Ballyhoo—This tieup was made with a local Ford dealer, and six cars furnished. Twelve banners, size 3x10, purchased from the exchange, were mounted. A sound truck, with amplifying apparatus playing march music, headed this parade. All cars were filled with delivery boys.

Newspaper Advertising Tieup—Through the assistance of the tieup stills the manager of the display department of our newspaper sold a complete page to merchants that sold merchandise indorsed by the star and of the products shown in the stills.

Paper Bag Tieup—Arrangements were made with a large chain grocer to distribute paper bags with the picture and theatre imprint to all buyers of merchandise. Special tieups were made with Postal Telegram, Lux Soap, Old Gold Cigarettes, Majestic Radio, Mobile Oil, etc. These suggestions were outlined in the press book. On the opening night large landing airport lights were displayed. Members of the local recruiting station and the navy were invited in body form. A radio amplification hookup was used in front of lobby plugging march music. A special midnight show was given night before the opening.

No lies were told, no misrepresentation. The city was simply told in a large shouting way that "Dirigible" had arrived and he that shouts the loudest is always heard. The picture broke records at the theatre.

Next Week: Chapter Two, "Sex Exploitation".

Race Track Tie-up Attracts Attention

A BOOST in gross of 25 per cent resulted from a smash campaign on "Street Scene" put over by Manager John McManus of Loew's Midland in Kansas City with the cooperation of Erle Wright, United Artists exploiteer.

Several hundred firms cooperated in the publicity in the city and vicinity. The crowning achievement was a special "Street Scene Handicap" at the Riverside race track.

Estelle Taylor tie-ups with Lux toilet soap were placed in 150 windows, the star endorsing the product. Banners saying "No Street Scene Is Complete Without Shell Gas" were used at 150 filling stations. Cards were placed in pay envelopes given 2,700 employees of Montgomery Ward & Co. Other tie-ups included 100 street car cards, 50 Old Gold displays, 50 VanHeusen collar tieups, and a life-size cutout of a telegraph boy in Postal Telegraph windows, the boy holding a card with the copy: "On Every Street Scene Postal Telegraph Stands Out."

Radio-Matinee Boost "Pardon Us"

W. V. TAYLOR, manager of the Loew's State Theatre. Houston, Texas, included a number of radio tie-ups in the exploitation campaign he used to help put over his showing of "Pardon Us."

Taylor arranged for three radio tie-ups. Free Station KTLC gave a half hour on their Uncle Sammy's Grab Bag Hour. Station KTRH held a contest on their Uncle Jerry's Hour for children under twelve years. For the best-colored cartoon of the day, the winner was awarded a pass to see "Pardon Us." Station KTRH also awarded a pass to each child who sent in a picture of himself or his dog.

Another novel stunt used by Taylor was the extending of invitations to the Boy Builders of America to attend a matinee. Through the streets these boys carried a fifteen foot banner reading: "We thank the Loew's State, Metro-Goldwyn-Mayer and Hal Roach for inviting us to see Laurel and Hardy in 'Pardon Us.' Their first full length feature picture at the Loew's State Now."

Large Campaign on Seth Parker Film

THE RKO-Radio "Seth Parker" exploitation campaign in behalf of "Other People's Business" has already entered its initial phases over the air with a nation-wide broadcast over the full NBC coast-to-coast hookup from Parker's home town of Jonesport, Me. The broadcast took the form of an official welcome tendered the famous radio character and his "neighbors" on their return to the home town from Hollywood.

Plans are now being made for a "Seth Parker Christmas Party" over the RKO Theatre of the Air on the Friday nearest to the Christmas holidays. Seth will be master of ceremonies and the hour is designed to be one of the memorable broadcasting occasions achieved by this company.

These special events are in addition to Seth Parker's regular weekly period on Sunday nights, already rated as among the most popular on the air with Parker drawing from 5,000 to 6,000 fan letters a week.

Commencing during the first week of October, Seth Parker undertakes one of the most inclusive personal appearance tours ever attempted by a radio screen star. This tour will include 70 cities and towns, taking in many film key points, and will be heralded by advance broadcasting from Seth Parker, and newspaper publicity of national scope designed to tie up this tour with the Radio Picture. RKO-Exchange managers will be advised of the Seth Parker itinerary so that mutual collaboration of effort may result in greater enthusiasm for the entire Seth Parker picture set-up.

A large campaign of fan magazine, trade paper and newspaper advertising, as well as a multitude of nation-wide tieups will be launched on behalf of the Seth Parker attraction in addition to the above-mentioned efforts.

Col. Planning Buck Jones Ranger Clubs

THE Buck Jones Rangers Club will be the title of a new Columbia business-building organization, which will be nationwide in its scope.

The benefits to the exhibitor will be derived from Columbia's Buck Jones Ranger Clubs include an easily arranged and inexpensive method of getting and holding the patronage of boys and girls. It is also expected to foster good will among parents and teacher associations. From the exhibitor angle, it is a method of increasing display advertising in the local newspapers. It also gives a theatre a word-of-mouth channel of advertising and is designed to fix securely in the minds of the young theatregoers a desire to support and attend their local theatre.

Buck Jones' qualifications as a hero in the eyes of youth was proved by returns from a nation-wide popularity contest conducted by "The Open Road for Boys" Magazine.

This new movement is along the Campfire Girls of America, but lines of the Boy Scouts and the less complicated in detail. After once being started, the management of the Buck Jones' Ranger Clubs will not fall upon the shoulders of the theatre managers, but upon the youngsters themselves through their local chief Ranger, appointed by them.

Missing Line for "Side Show"

IN putting over Winnie Lightner's new picture, "Side Show," John J. Scanlon, manager of the new Warner Theatre in Torrington, Conn., hit upon an idea that won immediate reaction. Scanlon had his organist, Al Forrest, who has a flair for verse, write an acrostic built on the name of the exuberant Winnie. The next thing was to get the local paper to print the verses with every second or third line omitted. The idea of this was to get people to furnish the missing lines, those writing the most appropriate ones winning seats for "Side Show".

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

RAGGEDY ANN DOLLS!

P. F. Vollard Company of Joliet, Ill., manufacturers of the Raggedy Ann Dolls, one of which is carried by little Mary Morgan in "Ten Nights in a Bar Room," is arranging window displays in connection with the showing of the new all-talking version of the famous melodrama.

Keeping Interest in Kiddie Clubs

ONE thing discovered by managers is that while the formation of a Kiddie Club among the youthful patrons of their theatres is easy enough, keeping interest alive in it is something else. Leon Pickle, manager of Warner Bros. Kentucky Theatre in Louisville, aware of this, has been getting up a series of stunts which has served to strengthen the organization of youngsters having his house as their headquarters.

One of Pickle's stunts was the distribution of rabbits to the members of the Kiddie Club and he is now following this up through the co-operation of a candy manufacturer with the distribution of boxes of candy to those members holding the lucky six numbers.

As a result of his efforts the Warner Kiddie Club has grown to such proportions that it gives the Kentucky Theatre one overflowing audience every Saturday forenoon.



The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, *Manager*

LOS ANGELES
WILSHIRE *at* RAMPART

Did it Go Over? Did it Flop? Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

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Producer_____
Comments_____

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Title_____
Star_____
Producer_____
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Exhibitor's Name_____
House Name_____
Town_____
State_____

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

21 Offices to Replace Fulton Retail Stores

Carl H. Fulton, president, has announced that the E. E. Fulton Company will abandon its present practice of selling theatre equipment through retail stores and universally adopt a system of merchandising from officers.

Immediate result of his plan will be the opening, within a few months, of 21 new branches of the Fulton Company, giving it complete coverage of the nation. Fulton states that under the old system complete representation would probably have required nearly five years.

Two important sales aids are a part of the plan. The first is the "model theatre." For the past two years, this has been a vital part of the merchandising at the home office of the company, 1018 Wabash Ave., Chicago. It is planned to duplicate this theatre in three other cities, still to be designated. One will be in the east, probably New York City. Another will be built in the west, and a third in the south.

The second aid is a portable projector and screen, through the use of which salesmen can tell their entire story visually to theatre owners. On 16mm. film, various manufacturers marketing through the Fulton Company have prepared the story of their product. It is planned to provide this equipment to every branch.

"Our plan is going to prove more satisfactory for buyers and more effective for us than the system we are replacing and the reduction of overhead and operating costs will be reflected ultimately in lower equipment prices," Mr. Fulton said.

READING LAMP

New Feature in Carroll Theatre Chairs

Among the many interesting features boasted by the renovated Earl Carroll New York Playhouse, one of the most unique is the reading lamp in the back of every seat.

A small receptacle is built into the back of each chair, into which is housed a small battery [illegible] light, which burns as long as pressure is applied to a button. The light, which sheds a glow over but a six or eight-inch radius, is intended to enable the patron to scan his program during the performance.

Besides this feature, the chair has a spring upholstered back, full spring seat of the mattress comfort edge type, standards with hidden aisle-lights, covering of brilliant modernistic design mohair plush. The chairs were installed by the American Seating Company, Grand Rapids, Mich.

Westinghouse Dividend

The Westinghouse board has declared a dividend of 1¼ per cent, amounting to 62½c per share, on both common and preferred shares (payable October 31, 1931, to stockholders of record, September 30, 1931), payment of which will make a total of 7¾ per cent paid this year on the par value of both classes of stock, which compares with 10 per cent paid in 1930.

Audiphone Installation

The Goetz Theatre, Monroe, Wis., has contracted for the installation of the Western Electric Audiphone for the hard-of-hearing, C. W. Bunn, general sales manager of Electrical Research Products, announces.

Burgess to ERPI

S. K. Wolf, director of the Acoustic Consulting Service of Electrical Research Products, has added G. V. T. Burgess to his staff. Burgess will specialize in the application of acoustic principles to construction work.



SAFETY AT MODERATE COST

The National Film Cabinet, as illustrated, to handle six 15-inch reels, double wall air-space protection, made of 24-gauge steel, with automatic stirrup lifting covers, can be bought at your National Branch for only $18.80. Other sizes and capacities proportionately priced.

.....Volume

MAKES THESE UNUSUAL VALUES POSSIBLE

"Build a better film cabinet than our customers can buy elsewhere at an equal price and we'll get the business for you." The manufacturer accepted our challenge, designed and developed a product that could not be surpassed for value, began to produce it at a fair price that would place it within the means of every theatre owner and the volume of sales made it mutually profitable to all concerned. Many similar instances prove conclusively why

It Pays You to Trade Regularly at

NATIONAL THEATRE SUPPLY COMPANY

306 S. Harwood St., Dallas, Texas 516 W. Grand, Oklahoma City, Okla.

400 S. Second St., Memphis, Tenn.

New Bell Portable for Standard Film

New portable sound equipment for 35-mm. film has been brought out by the Bell Equipment Corporation of New York. The complete projector and sound-on-film mechanism is 71½ pounds, and two projectors in tandem, including all accessories, wire fibre cases, etc., weight (depending on type) 215 or 295 pounds. The apparatus comes packed for easy portability, in cases aluminum-lined and made of ply-wood and asbestos.

This equipment operates on ordinary 110-volt a. c. current, no batteries or motor generator set being necessary. Lighting is by Mazda lamps, 1,000 watts being standard, though 900-watt lamps can be supplied. Lens mounts permit of throws of from 50 to 100 feet.

Lubrication is by a full-automatic splash pump (and the apparatus comes with enough oil for three years of operation without further attention). The intermittent movement is mounted on special ball bearing. The oil sight on the front of the intermittent is removable without disassembling the projector.

A patented governor arrangement has been designed to control the fire shutter and projector lamp. An automatic switch stops the motor and douses the lamp when the film runs out or breaks.

Drive is by means of a belt running directly to the intermittent drive shaft, while the motor develops 1.5 H. P., 3,500 r.p.m., and weighs nine pounds. An air-impeller is mounted on the motor shaft for cooling.

The exciter lamp, optical system, and sound gate are mounted on the same casting, and the exciter lamp supply is controlled from the main control panel, with no switches on the projectors. In the tandem layout, both projectors are controlled from the same panel, with the panel carrying an ammeter for each exciter lamp.

Amplification is five-stage, all a. c. operated, with provision for filtered a. c. current to the photocell at voltage varying from zero to 200. Visitron calcium cells are standard equipment. The fader is automatic. Speakers are dynamic and come in pairs mounted on a 28-inch baffle (the packing case being the baffle when opened).

OPERADIO DEVICE

New Sound on Film for Smaller Theatres

A new sound apparatus designed for use of sound-on-film in small theatres seating not more than 800 people has been placed on the market by the Operadio Manufacturing Company of St. Charles, Ill. It's price is quite low, and the manufacturer claims great excellence in results.

It is operated entirely by a. c. No batteries or motor generators are required. The photo-electric cell amplifier, the power amplifier and the complete power set are all contained in one compact unit. It may be used sound-on-disc and for microphone operation. It supplies a microphone current button. It may be used with any head using the caesium type photo-electric cell. The tubes are one 24, and two 81's, all of them low-priced tubes.

The amplifier supplies the exciter lamp, photo-electric cell and microphone button current. A line voltmeter and control make possible the power line voltage. There are an ammeter and control which permits of adjustment of exciter lamp current, and the voltage applied to the photo electric cell may be varied at the will of the projectionist. The volume control of the changeover switch is mounted upon the side of the apparatus immediately above the two wires.

NEW VISITRON CELL

Smaller Photoelectric Cell Developed by G-M

A photoelectric cell of medium size with a globular bulb has been developed by the G-M Laboratories, Inc., of Chicago, as an addition to its line of Visitron cells.

This cell measures two and 13 sixteenths inches from the bottom of the bakelite base to the top of the bulb. The bulb itself is one and 15 sixteenths inches in diameter.

Report from the G-M Laboratories is that the sales of Visitron cells, made through the National Theatre Supply Company, have increased 50%.



NEW REAR SHUTTER

Device for Powers Said to Reduce Aperture Heat

A rear shutter especially designed for use with Powers projectors, and which its makers claim will reduce the aperture heat by 78 per cent, has been placed on the market by the Knowles Rear Shutter Company of Los Angeles. Its makers claim this new device will mean a very great reduction of damage to film caused by the excessive heat produced by modern light sources.

The company provides a new framing device to replace the lever employed on the Powers mechanism, having discovered that this old device could not be used if a rear shutter was installed. Another unique feature is claimed in the provision for advancing or retarding of rear shutter speed while the projector is in operation.

REORGANIZE DEPTS.

Westinghouse Groups for Industry Classes

Westinghouse Electric and Manufacturing Company has been reorganized under the direction of O. F. Stroman, industrial sales manager. The reorganized department is composed of units grouped according to the main classifications of industry.

Two assistant sales managers and 14 divisional managers have been appointed and the new organization also provides for the grouping of specialized engineers with every sales division.

Bernard Lester and C. B. Stainback have been appointed assistant sales managers. Lester will have general charge of directing from headquarters the development of business with industrial users of electrical equipment. Stainback will have charge of apparatus applying to these industrial groupings.

CHRISTY TO G-M

Scientist Augments Company Laboratory Staff

G-M Laboratories, Inc., of Chicago, manufacturers of the Visitron Photoelectric Cell, announce the recent appointment of Dr. Andrew Christy to its engineering research staff. Dr. Christy received his degree in physics in 1928 from the University of California at Berkeley.

Dr. Christy's new duties will be in the field of photoelectric phenomena, enlarging the theoretical and experimental studies that have been in progress during the past six years in the company laboratories.

Is your Screen a *funny Mirror* to side-seated Patrons?



Visionary distortion from the side seats and down close in front is a serious fault. Grotesque, out-of-proportion images on the screen are exasperating to patrons and therefore damaging to your business. Why not correct this fault with a sound screen that makes every seat a good one? Visibestone, an acoustically perfect screen, eliminates sound "pockets" and positively relieves the dangerous fire hazard, because it is made of asbestos—basically fireproof, easy to clean and will last for years.

Visibestone Sound Screens are approved by E. R. P. I., for use with Western Electric Sound Equipment.

VISIBESTONE

THE PERFECT FIREPROOF SOUND SCREEN

Distributed by National Theatre Supply Company. For information apply to the National Branch or direct to the manufacturer—

KEASBEY & MATTISON COMPANY
Ambler, Penna.

Nine New Comedies From Educational

Hollywood — Educational Pictures has been having a more active season than ever before in its long career as specialists in short comedies.

Nine production units are at present at work on as many Educational subjects. William Goodrich is directing "Queenie of Hollywood," the first in this season's "Hollywood Girl" comedies, in which Virginia Brooks, Rita Flynn and Jeanne Flarrin essay the roles of three girls with a strong cinematic urge. "One Quiet Night," a Cameo Comedy, is being cut and edited, while another in this series, as yet untitled, has gone into production with Billy Dooley, informally known as the "goofy gob," in the leading comic role. Addie McPhail. Louise Brent, Mary Dunn and Lynton Brent are in the supporting cast. Jack Shutta, stage comedian, and comic of the screen, is working in a new Mermaid Comedy, in which Emerson Tracey is playing an important role.

Production on the second Torchy Comedy, as yet untitled, is nearing completion, with Ray Cooke playing the title role and Dorothy Dix, Edmund Breese, Franklin Pangborn, Kane Richmond, Cornelius Keef and Maury "Skid" Drury in the supporting cast. Final cutting is being done on the second in the new Vanity series which Al Christie is producing for Educational. Directed by William Watson, the comedy features Helen Mann, Eddie Tamelyn, Vernon Dent and Jack Duffy, and is called "The Girl Rush".

In the process of cutting also are "Half Holiday," an Andy Clyde Comedy; "The Great Pie Mystery," a Mack Sennett Comedy, directed by Del Lord, and featuring Harry Gribbon, with Harry Myers and Alma Bennett in support; and "Who's Who in the Zoo," a Mack Sennett Brevity, in which Billy Bevan is featured and Spec O'Donnell, Rosemary Theby and Billy Barty appear in the supporting cast.

COLUMBIA BOOKED

27 Fox Houses Buy New Season Product

New York—Columbia Pictures has closed a deal which assures presentation of the company's product in 27 important theatres in Fox's New York Circuit. This includes houses in Greater New York and the surrounding suburbs within a radius of 30 miles. The contract calls for Columbia's Showmanship Group, Short Subjects, Buck Jones' productions and all other 1931-32 product.

Rush Relief Work

(Continued from page 7)

to aid in the industry's co-operation.

Dallas — Aside from individual efforts in behalf of jobless relief, Col. Cole and others plan a Texas "Prosperity Week" to aid in maintaining employee moral and secure a return of confidence. The district committee is in action and the state industry stands ready to co-operate.

San Francisco — Donation of a portion of theatre receipts, presentation of a series of "Needy Family Nights," and general methods of co-operation will be undertaken here in the near future. City committees for this district will be named soon.

Detroit — Members of the district unemployment relief committee plan an early meeting for the purpose of appointing the various city committees.

Chicago—Concerted action on the part of theatre men is expected in relief of unemployed this winter. Facing unprecedented labor troubles, exhibitors are not unmindful of the responsibility for unemployment aid undertaken by the industry.

Boston — The Industrial Relief agencies are swinging into action here. It is generally believed this section will follow a program of co-operation with local and community agencies along lines suggested by the national committee.

Many meetings of the recently-appointed district committees are planned throughout the country. City committees will be named and detailed work of co-operation set in motion. In the meantime the industry presents a solid front in its program of unemployment relief.

Book 1,500 Rockne's

New York — Fifteen hundred theatres booked RKO - Pathe's Knute Rockne football series of shorts to start playing during the first five days of national release date, September 26, reports A. H. Schnitzer, short subject sales manager on Ned E. Depinet's staff. Rockne, himself is heard and seen throughout all of the six pictures in this series made at South Bend with the Notre Dame team.

"Pagan Lady" Held Over

New York—Columbia's "Pagan Lady" was held over for a second week at the New Broadway Theatre, Broadway and 53rd Street.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

THEATRES FOR SALE

PAYING Theatres for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Building, Chicago. 10-6

NEARLY NEW equipment, sound - on - film, Sunday town. Grand Theatre, El Paso, Ill. 10-6

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

THEATRES WANTED

CAN Sell Your Theatre Quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago. 10-6

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years). tf

TWO GUARANTEED positively rebuilt Simplex projectors, with or without reflector lamps. Also motor generators, rectifiers, sound screens. Astounding values. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. eow

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

REAL BARGAINS—Turntables, $15; pickups, $7.50; Wright-DeCoster speakers, $17.50; Pam 19 amplifiers, $50; voice controls, $7.50; monitors, $1.50; anything in sound. Write us. Square Deal Film Exchange, Film Exchange Bldg., Dallas, Texas. c10-6

TWO Simplex machines, single bearing; one Hertner generator. 20-40 amps., 220 volts; two Peerless reflector arc lamps; two Ross lenses, size 4½. Everything in perfect condition ready to install. No dealers. Julius Mintz, 4 Winchester St., Boston, Mass. 10-6

THEATRE SEATS — 1800 veneer chairs, made by A. H. Andrews Co., excellent condition; will sell in part lots at 50 cents to one dollar. Write Hippodrome Theatre, Newport, Ky. 10-6

UNIVERSAL sound-on-film equipment with two Powers 6B projectors; complete projection and sound; first class condition and perfect results guaranteed. A bargain for immediate installation. C. W. Stehley, Simpson, Kas. 10-6

EQUIPMENT FOR SALE—Con'td

FOUR SIMPLEX MACHINES for sale; in good condition; ready for sound. $475 pair; easy terms. Fox Theatre, 1411 Elm St., Dallas, Texas. 10-6

WEBER disc equipment for sale; first class condition; good as new; $100 for entire outfit. F. E. Perryman, Elizabethton, Tenn. 10-13

EQUIPMENT WANTED

TICKEX Machines Wanted — Will pay cash for all sizes automatic Gold Seal or Simplex Tickex registers. State particulars, size, current, age, etc. Midwest Ticket and Supply Co., One North LaSalle St., Chicago. 10-20

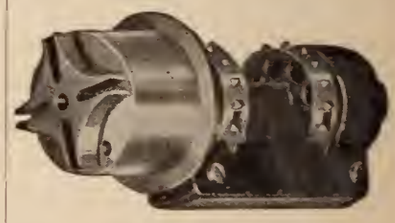
POSITIONS WANTED

AT LIBERTY — Special R C A and Western Electric operator; moderate salary. Wire H. Swatek, 401 Gilbert St., Peoria, Ill. 10-6

SOUND PROJECTIONIST — Four years' experience with circuit, best references; reliable; will go anywhere, anytime. Henry Hanson, 217 Clark St., Alpena, Mich. 10-6

EXPERIENCED sound projectionist and sign painter wants job. Prefer south. Paul Hadley, Piggott, Ark. 10-6

EXPERIENCED sound projectionist standard equipment; locate anywhere. Jack O'Brien, 5953 Wabash, Detroit, Mich. 10-6



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Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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675 Pages—Over 300 Diagrams & Photographs

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Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

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And Lincoln might have added

You can't fool yourself any of the time

YOU may fool the public some of the time, but you can't fool yourself any of the time. Size up your show. Has it balance? variety? speed? spontaneity? sparkle? color? class? If not, you'll be the first to get hep. Then set about pleasing yourself. Remember that the balance of box-office power is in your short features. Use a comedy and two or three one-reel novelties. Vary the showings. Mix 'em up.

See that you have a trade-marked show, short features of the *Educational Pictures* brand. That means cumulative value in screen, fan and national advertising. Eleven years of specialization and concentration by *Educational* have pre-sold and made sure-fire the short feature part of your program.



MACK SENNETT

brings Radio's latest great crooning sensation to the screen in a sensational short comedy

BING CROSBY

in

"I SURRENDER, DEAR"

They'll never forget the baron of baritones singing his favorite number.



"Torchy" is back!

RAY COOKE

in

"TORCHY"

First of the new talking comedies from the famous Sewell Ford stories. With Dorothy Dix, Edmund Breese, Franklin Pangborn.

Produced by C. C. Burr

● EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, president*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Educational Pictures

"THE SPICE OF THE PROGRAM"

OCT. 13, 1931
VOLUME VIII NUMBER 5

MOTION PICTURE TIMES



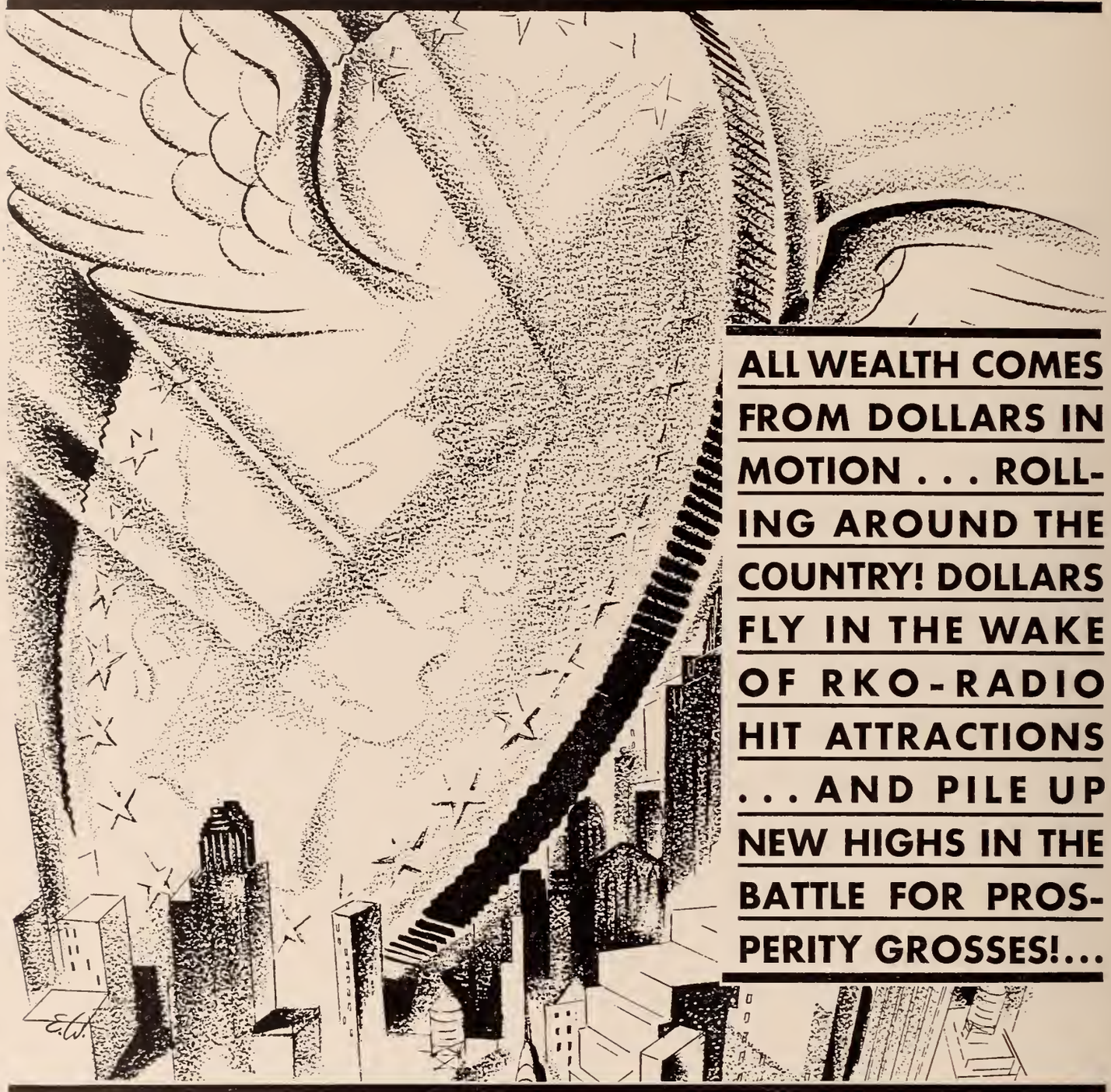
KEY CITY COMMITTEES TO MAKE JOBS FOR JOBLESS

VAUDEVILLE RETURNS IN THE SOUTHWEST

DEPINET EMPHASIZES IMPORTANCE OF CLEAN FILMS

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RADIO SMASHES IN ACE B'WAY SPOTS

Paramount *Theatres, New York and Brooklyn, book "***Woman Between***" with Lily Damita, Oct. 23! "***Smart Woman***" starring Mary Astor, Robert Ames, Ed. E. Horton, Noel Francis, opens Friday, Roxy, New York! "***Gay Diplomat***" introduces sensational new star, Ivan Lebedeff, at Warner's New York same day. "***Friends and Lovers***", Lily Damita, Adolphe Menjou and Eric Von Stroheim Oct. 30, Roxy! Irene Dunne, "Sabra" of Cimarron and Pat O'Brien, whizzing star of "Front Page" open next week "***Consolation Marriage***", Carthay Circle, Los Angeles!* **Watch box-office results!**

TUNE IN! **"RKO Theatre of the Air" N. B. C. Coast to Coast Network Every Friday Night, 10:30 P. M., N. Y. Time**

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Keys Will Aid Jobless

State Industry Organized; Twelve City Chairmen Named; Friedl to Head Dist. Committee.

Ready for any emergency that may arise in Texas due to unemployment and aiding the federal government in its plan to better conditions generally, the film industry in this state is organized to take quick action on any scheme that becomes adopted.

The district committee appointed by Will Hays, met in Dallas last week, elected John J. Friedl, Publix division manager, as chairman, appointed Don C. Douglas, secretary, and named key city men to organize committees in their respective metropolitan areas.

The district committee is the administrative body for Texas. This body is composed of Leroy Bickel, J. B. Dugger, C. E. Hilgers, Roy Walker, of Lampasas; Leaman Marshall, Terrell; L. C. Tidball, Ft. Worth; Col. H. A. Cole; Paul Scott, Dallas; J. A. Lemke, Waco; Friedl and Douglas. Col. Cole was absent from the meeting on account of an Allied national meeting in Detroit and Scott and Lemke did not appear.

Twelve Chairmen Named

In the 12 towns of Texas with 40.000 population or over, the following key men were named:

Will Horwitz, Texan Theatre, Houston; P. J. Johnston, Publix Theatres, Dallas; J. E. Luckett, Empire, San Antonio; Harry

(Continued on page 4)

Depinet Praises Clean Pictures

Pathe Executive's Pronouncement a Strong Slap at Sexy, Smutty, Gangster Themes.

"The basic value of popular entertainment depends on its cleanliness and decency," so declared Ned E. Depinet, vice-president and general sales manager of RKO-Pathe.



Ned Depinet

Mr. Depinet, a former Dallas film man, arose to new heights a few years ago as general sales manager of Universal, vice-president in charge of distribution for First National, and during the past year went over with RKO-Pathe in the same capacity.

Comment of a number of exhibitors in Dallas Monday who read the statement was that "Depinet hit the nail on the head."

"If I had never believed this before, I would now know it to be a fact, since seeing the recent public reaction to certain clean pictures," Depinet said.

Mr. Depinet gets around the country a great deal. It was his keen insight into picture values that won assignments for him at the top of film distribution.

The overuse of sex, gangster themes and smut will have no place in films hereafter to be distributed under Depinet's direction, it is believed by some of his friends in Dallas.

The Strand at Gulf, Texas, recently destroyed by fire, will be rebuilt at an early date, it is reported.

Vaude Returning

To Southwest, Forecast; Publix to Mark Time Pending Experiment at Majestic Theatre.

The return of RKO vaudeville to the Majestic Theatre in Dallas and the resultant reinstatement of the Majestic orchestra was all scheduled to take place Thursday, October 15, according to official announcements. Dallas will get its weekly changes direct from Oklahoma City and the next stop has been designated in New Orleans.

Present plans are that Houston, San Antonio and Ft. Worth will be left out in the cold this winter as far as stage attractions are concerned. Trouble with the unions in San Antonio is given as the reason for sidetracking that city at the present time.

Publix, it is said, seems to be making no move to return its New York stage shows to southwestern deluxe houses. On the other hand the big circuit will mark time pending the results of RKO vaudeville in the Dallas Majestic.

NO LENGTHY FACES

"Smile" Is Order for Allied Meeting

"Smile" is to be the order of the day when Allied Theatre Owners of Texas holds its "Prosperty" convention here October 19-20.

"It is with no intention of making 'foolish claim' that prosperity is here that this name for the gathering has been chosen," Col. H. A. Cole, manager of the unit, explains, but rather to tell members that "we are holding the convention to bring back prosperity —to instill the spirit that alone can bring it back, rather than making any claim that it is here now.

"At this convention we guarantee there will be no pessimistic talk," he declares. "We do not mind facing the situation, but we refuse to accept the fact that the amusement business, or the business of any of our members is on the rocks! The gavel will stop any pessimistic talk brought up at this time. It is our intention to infuse into every man who attends a spirit of fight and enthusiasm."

TOPA Date Set

The first annual convention of the Theatre Owners Protective Association, will be held in Dallas the last part of November or the first of December, Judge Roy Walker, of Lampasas, president of the Texas organization, announced in Dallas last week while attending the district unemployment relief committee meeting. The TOPA on December 1, will be a year old.

To Film "Mrs. Wiggs"

Hollywood — "Mrs. Wiggs of the Cabbage Patch," sentimental adult-juvenile classic, has been purchased by Paramount for picture production. Chief juvenile roles have been assigned by Junior Durkin.

Chic Sale's Fourth

Hollywood—"The Hurry Call" is the fourth of a series of rural comedies starring Sale under the direction of Mark Sandrich. The story is an original by Ben Holmes. The cast includes Aileen Caryle, Bud Jamieson, Holmes and others.

Frels, Not Will

We'll blame it on the printer. In our last issue, naming the officers and directors of the Texas Allied, the name of Will Horwitz was given as president. The trade generally knows that Mr. Horwitz resigned some months ago. Rubin Frels, first vice-president, is acting president of the organization.

Funeral Services for Will Crowell

Funeral services for Will D. Crowell, 39, manager of the Parkway Theatre, who died Wednesday at his home, 4228½ Cole avenue, were held at 2 o'clock Thursday afternoon at Weiland's Funeral Church, with the Rev. Wesley V. Hite, assisted by the Rev. R. F. Bryant, officiating. Burial was in Restland Memorial Park. Pallbearers were: J. O. Tulliam, L. Brooks, J. H. Hardin, Virgil Brandon, Cicero Floyd and Ernest Lutz.

Mr. Crowell is survived by his widow, two sons, W. D. Jr., and Bobbie Gene Crowell; a brother, E. E. Crowell, and four sisters, Mrs. S. M. Kerr, Mrs. J. M. Gormley, all of Dallas; Mrs. A. W. SoRelle of Amarillo, and C. H. Cushman of Chicago.

"Billy" Crowell, as he was affectionately called by his friends, was a mighty hard-working theatre man. He got results through hard work no matter which end of the game he happened to be in. He was a booker, salesman, theatre manager, and recently part owner of the Parkway, a neighborhood house. He was called by death in the early years of his life as he began to get bigger results from his persistency.

Jobless Aid

(Continued from page 3)

Gould, Palace, Ft. Worth; John Paxton, El Paaso; Sol Gordon, Jefferson Amusement Co., Beaumont; A. Martini, Galveston; J. P. Harrison, Waco Theatre, Waco; C. H. Stewart, Majestic, Wichita Falls; Erwin Waite, Paramount Theatre, Austin; Will Wench, Amarillo. Sol Gordon was asked to appoint a man for Port Arthur.

The key men were instructed to call a meeting of both affiliated and unaffiliated exhibitors in their respective areas, and to elect a chairman and form committees to hold themselves in readiness to carry out national plans, according to Don Douglas, secretary of the district committee. They were also instructed to co-operate fully with other properly-sponsored relief committees, either civic or from other lines of industry.

November Release

Hollywood — Joe E. Brown's latest starring vehicle, "Local Boy Makes Good," is now scheduled for national release in mid-November according to latest distribution plans of First National Pictures. This film is adapted from "The Poor Nut," the college comedy authored by J. C. and Elliott Nugent.

Fire Inspection

National Fire Prevention Week was celebrated a few days ago by Dallas by a very rigid inspection of film exchanges. A committee composed of Leroy Bickel, Don Douglas, R. C. McIlheran, D. S. McCloud of the M-G-M home office, and L. M. Funk, of the city fire marshall's office, visited all exchanges and found general conditions, as regards fire prevention, about 80 per cent perfect.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

A MONOGRAM DEAL

Rubin Frels Buys 34 Monogram Pictures

A film deal of consequence between the Rubin Frels circuit of eight towns and Monogram Pictures Company for 34 productions, was completed on the tail-end of last week's business which boosted the Dallas office week's total to a pretty figure. The transaction took the last circuit of the territory into the Monogram fold, according to Harry Silverman, manager of the Dallas branch.

The Frels towns are Victoria, Bellville, Columbus, Pt. Lavaca, Sealy, Yorktown, El Campo and Goliad.

Mr. Frels is first vice-president of the Allied Theatre Owners of Texas, and since the resignation of Will Horwitz, has acted as president.

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THE PUBLISHER'S PAGE

A Plea for Harmony

IN a number of cities there is conflict between operators and exhibitors. The former are inclined to insist on two men in a booth and the latter, having learned from experience of the last several years that they could not operate profitably under such a policy, are seeking the elimination of one man from the booth. It is, perhaps, well and proper that organized labor should insist upon use of union men in theatre work. But it is outrageous for them to insist that more men be used to do the work than is absolutely necessary for satisfactory results.

PRIOR to the coming of sound pictures one operator capably handled the operation of the projectors. And way back in the old days, when motors didn't do the turning but it was done by hand, one operator to handle two projectors was also enough. And these men have always been well paid. They are, perhaps, the highest paid of any labor craft that has steady seven-day-a-week employment, in most instances receiving as much pay for four hours' time as do managers of stores and businesses that require more learning and skill and that involve more responsibility. When only disc sound was in use it was necessary, perhaps, for good reproduction results to have two men (although we know of several specific instances where the extra man was more of a hindrance than he was a help). But now, with practically every wired house using sound-on-film, the operation of sound equipment is little different than the running of silent film.

BUT why should there be a controversy when the employer has found that he cannot afford to pay but one man and he is willing that that man be a member of the Union Local? Why should he be forced by men who have no direct interest in his business to operate it at a loss because of their dictates? It seems that, with the investment he has made in bricks and mortar and in equipment, he should know whether it takes one man or two men to do the work that will give satisfactory results and assure him of a profit.

IN Kansas City the representative of the Operators' Local has refused to submit the controversy to arbitration, while the exhibitors have shown a willingness to abide by an arbitration committee's rulings and to arrive at an amicable settlement of the problem. The operators have simply taken the stand that each booth shall have two men in it regardless of the necessity and without regard for their employers' problem.

IT wasn't very long ago when the powerful musicians' union dictated to theatre men and told them how many musicians they should have in their orchestras. Today very few theatres have orchestras at all. Unless the operators give way to reason they may find themselves similarly shut out.

IN our fifteen years in the motion picture business we have observed that the operator seems to be constantly carrying a chip on his shoulder; to be totally unsympathetic or even interested in his employer's problems. There are exceptions, of course. Right now is a propitious time for employee to show employer that he is interested in a common problem—to keep the show shop on a profitable basis. Harmony is as essential in this branch of the business as it is in its other branches. But that harmony should be attained on a give-and-take basis. The exhibitors have been giving for a long time. Now it's the operators' turn.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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National M.P. Week Selected

"LAUGH DAY" IS ADVOCATED

By Abram Myers As Means of Elevating In-Independent Morale; Courage Necessary.

Washington — Declaring that now is the time for independents to "keep a stiff upper lip" and apply a few large doses of the well-known courage, Abram F. Myers, Allied States president, is advocating a National Laugh Day:

"From the amount of squawking one hears, it might be inferred that the current depression is the worst calamity that ever visited the earth," Myers says.

"But the world has seen many wars, fires, floods, famines, pestilences and even depressions that caused infinitely more suffering than the present temporary recession of business.

"Our fathers somehow managed to survive those scourages and to hand down to us the greatest accumulation of wealth permitting of the highest standard of living the world has ever known.

"My own father went west in a covered wagon and endured hardships that we moderns probably could not bear. We have been pampered and have grown soft and have not the courage to face the slightest reverse in our fortunes without whimpering.

"The lack of courage and faith displayed by so many American business men is by far the most ominous feature of the depression. The pioneers who built this country are gone and their successors are proving themselves unworthy.

"Many Americans today, instead of striving to overcome their troubles, are hiding behind them. Instead of fighting the depression

(Continued on page 11)

Hitch in Protection

Distributors Withdraw Negotiations Pending Suit Attacking Legality of Uniform Plan.

New York — The national distributors of motion pictures will not participate in any joint negotiations or conferences with exhibitors seeking to establish any uniform zoning plans to limit the length or area of protection, until a suit now pending attacking the legality of the plan is determined. The decision reached by the national distributors, it is learned, was because of the action brought by W. R. Youngclaus of Madison, Neb., a member of the Nebraska Allied States Association, attacking the legality of the uniform protection and zoning plan recommended by the exhibitors in the Omaha territory; and because of the announced opposition of certain other state exhibitor associations to any protection between "runs" or localities.

This decision will leave each and every distribution territory without any uniform limitation upon protection; and in each instance private negotiations between individual exhibitors and each distributor will be necessary to fix protection without restrictions or limitations of any kind upon its length or area.

While there has been an urgent demand by exhibitors in most of the distribution territories for uniform zoning plans, to be agreed upon by open negotiation between the several interests concerned so

(Continued on page 11)

HI-LITES IN THE WEEK'S NEWS

Swampscott, Mass. — Dr. A. N. Galdsmith, RCA-Photophone, was elected president of S. M. P. E. at the opening session of the organization's fall meeting.

New York — "The Galloping Ghost," Mascot serial produced by Nat Levine with Harold "Red" Grange in the leading role, has been booked for the New York and Brooklyn Paramount Theatres starting October 9. This is the first serial to play the Paramount ace houses.

New York — Louis B. Mayer, M-G-M production head, is credited with advancing the basic idea in President Hoover's billion-dollar bank pool plan announced recently. Mayer is known to be a close friend of Hoover. He went to Washington Friday to confer with the President.

Atlanta — Eddie Eschmann, identified with several major companies as sales manager, has been appointed southern division manager for General Talking Pictures Corp., by Frank B. Rogers, vice-president in charge of distribution.

Philadelphia — Representatives of Warner Bros. theatres and M-G-M are meeting to work out product plans, with the companies generally in accord. S. Applegate is acting for M-G-M and Eddie Alperson for Warner Bros.

Swampscott, Mass.—Very slight improvement, if any, has been noted in the quality of reproduced sound in small theatres, says the report of the Progress Committee of S. M. P. E.

New York—"It's a matter for only Mr. Schenck to discuss," Louis B. Mayer replied in answer to a query concerning rumors of plans to repurchase controlling stock in M-G-M.

New York — Monogram will have half of its season's program of 26 features completed by November 1, according to W. Ray Johnston, president.

Hughes Dealing for Interest in U. A.?

Hollywood — Howard Hughes, youthful head of Caddo Productions, is reported negotiating for Samuel Goldwyn's interests in United Artists Corp., United Artists Studio and Art Cinema Corporation. He is understood also to be interested in dealing with Mary Pickford and Douglas Fairbanks.

Consummation of the deal will leave Goldwyn as an independent producer, possibly releasing through some organization other than United Artists. He is now completing "Arrowsmith," the last of six features he is scheduled to produce for United Artists. He is one of the eight owner-members of the distribution company and one of the four stockholders in Art Cinema.

Young Announces Committee Acceptance of Plan; Theatres Everywhere Asked to Aid.

New York — Owen D. Young, chairman of President Hoover's Committee on Mobilization of Relief Resources, Monday announced his committee's acceptance of Will H. Hays' proposal for National Motion Picture Week to further unemployment relief plans this winter.

November 18 to 25 will be designated National Motion Picture Week in the film industry's concerted effort to co-operate with local agencies in jobless relief.

Under this plan theatres everywhere will co-operate with local agencies. Theatres will be used in non-performance hours for meetings, etc. Each theatre in the United States is asked to give at least one special extra performance. The proceeds from these performances will be turned over to local relief agencies for local use. The extra performance day will be designated by established District Committees as Motion Picture Day.

Theatres will extend other co-operations, such as the use of screens for trailers, mention of the unemployment relief program in theatre advertising, showing of newsreel bulletins, etc.

A great deal of the detail incident to the national plan will be carried out by the M. P. P. A. office, the Special Committee on the Industry's Co-operation with Relief Agencies, the various District and City Committees, etc.

Meanwhile it is understood that work is progressing rapidly in completion of the various city committees throughout the country.

BAN SENSATIONAL

Depinet Says Decency Determines Value

New York — Sensational pictures, particularly those of an off-color nature, are definitely dead, according to Ned E. Depinet, RKO-Pathe executive, who believes that "the basic value of popular entertainment depends upon its cleanliness and decency".

"If I had never believed this before, I would now know it to be a fact, since seeing the recent public reaction to certain clean pictures," said Depinet.

ALONG FILM ROW

Football fans from Oklahoma's Film Row are scheduled to invade Dallas Saturday to see the Longhorns hook the Sooners Saturday at Fair Park Stadium. Wallace Walthall, district manager of National Screen Service, has made reservations at the Adolphus Hotel for the following Oklahoma rooters: R. M. (Ish) Clark, Horace Falls, L. C. Griffith, H. J. Griffith, all executives of Griffith Amusement Co.; Lynn Stocker, Columbia manager; R. I. Payne, Universal manager; Bill Moran, Midwest Theatres; Mack Tritch, Universal salesman and brother-in-law of Leroy Bickel; Harry Britton of Norman, partner of Griffith; Harry Lowenstein, Griffith partner in Lawton; and Pat McGee, Publix district manager in Oklahoma City.

* * *

Tom Brown, former Pathe booker in Memphis, is visiting in Dallas for a few days.

* * *

Griffith Amusement Company, of Oklahoma City, opened the Texas Theatre in Gainesville on October 7 in competition to A. V. Wade, independent exhibitor operating the Majestic and Lyric. The Texas is a remodeled store building, seating 300. Joe Poole is house manager.

* * *

A. H. Schott has opened a theatre at Pine Creek, Texas, seating 150, and will run one silent program a week.

* * *

Mrs. A. B. Childers is the new owner of the theatre at Archer City, having changed the house name to Mignon.

* * *

W. R. Steen is the new owner of the Dorothy Theatre at Henrietta.

* * *

Miss Alice Simmons is the new owner of the Lyric Theatre at Jefferson, Texas.

* * *

Gilbert Van Alst, operating the theatre at Troup, has opened the Palace at Overton.

* * *

R. M. Mills has purchased the theatre at San Diego.

* * *

J. C. Wilburn has purchased the Palace at Wolf City, formerly operated by Roy Fuller, who reopened the Palace at Grandview.

DENY MONOPOLY

Attorney Gives Status of Momand Case

Oklahoma City—Declaring that the state court's action last week in the monopoly charges sponsored by A. B. Momand was somewhat erroneously reported in the press, David I. Johnston, attorney representing the distributor interests, has issued the following statement to clarify the status of the case:

"Hearings on the applications of Momand for the appointment of a receiver and restraining order have been in progress on various dates since July 6 in the Oklahoma State Court.

"Upon the conclusion of the plaintiff's evidence, the defendant's demurrer was sustained and the appointment of a receiver refused.

"The defendant's demurrer to the evidence on plaintiff's application for a restraining order was for the time being overruled, and the case continued for further hearing until October 12, on which date the defendant will introduce evidence in opposition to the plaintiff's application for a restraining order as prayed for in his petition."

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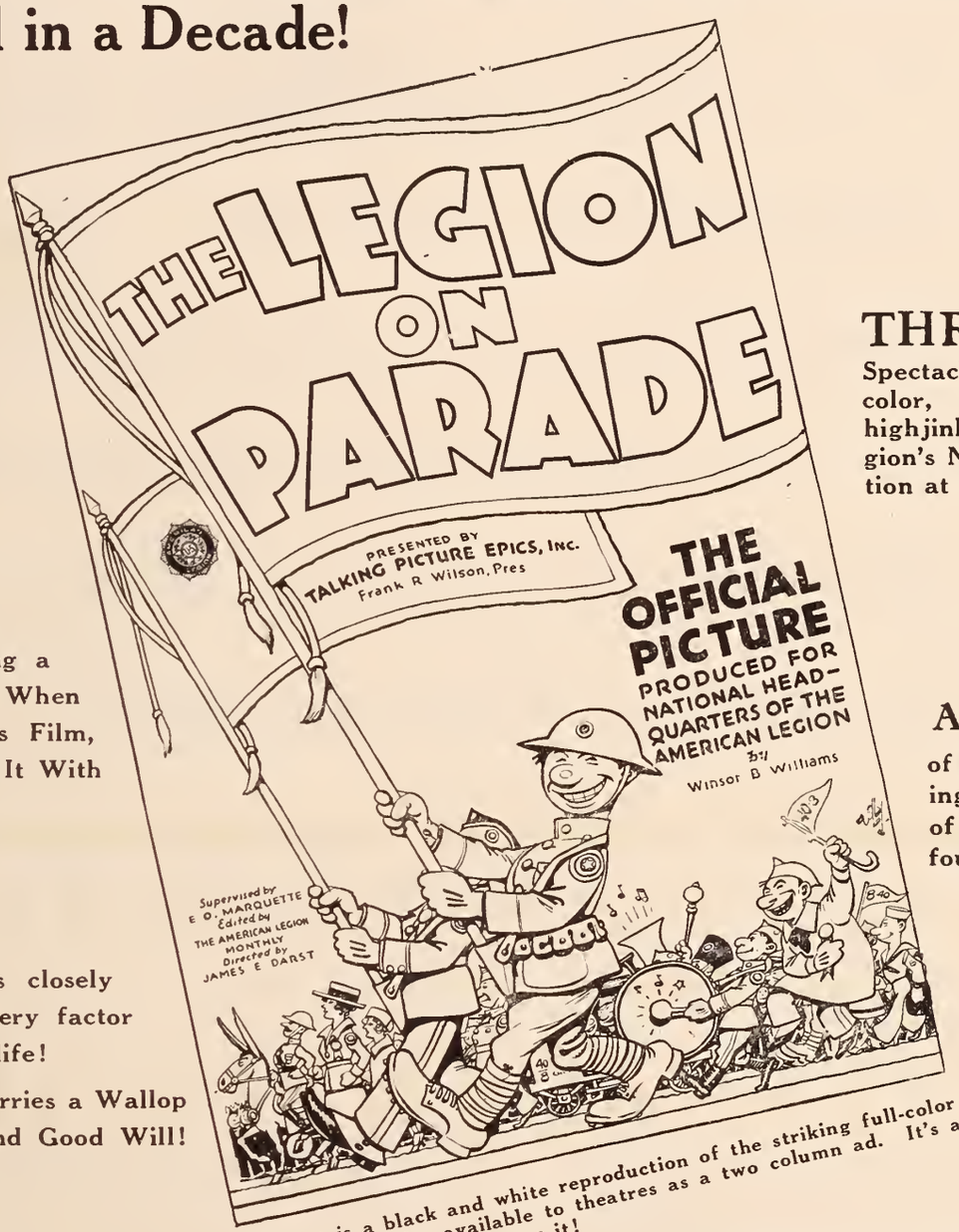
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BEN SHLYEN, Publisher
Associated Publications, Inc.

Industry Aids in Trek to Normalcy

Culver City — The motion picture industry is making four vital contrbutions to the return of normalcy in these troubled times of depression, according to Charles R. Rogers, vice-president in charge of RKO-Pathe Production. First, it is picturing normal life. Second, it is providing entertainment that takes the minds of millions away from their real or fancied troubles. Third, it is going ahead on normal schedule, providing work for many hundreds of thousands of artists, artisans and laborers, and last, it is putting its own house in order, establishing it upon a sound business basis.

"There is no denying that the evils of the present depression, bad as they really are, are magnified in the public mind," Rogers said.

"Motion pictures are doing much to debunk the depression by showing men and women following normal pursuits, working, loving, striving, traveling, playing, forging ahead to conquer difficulties as they have from the beginning of time. Film audiences see life on the screen unclouded by a gloom haze and the experience helps restore their fear-biased perspective to normal.

"As for the industry's actual material contribution to prosperity, I cite the present production activity at the Hollywood studios. Every major plant is either producing at capacity now or preparing for the most extensive picture making program in history. Within a few weeks from the time I write this, approximately 6,000 players will be employed at our own RKO Pathe studio in four big feature productions and a number of short subjects. The greatest number of technicians, laborers and office workers in the history of the studio will be at work.

"Throughout the ordinarily slack summer season, employment has been above the average for normal 'good times' in our studio. We are driving ahead and will continue to do so because we are convinced that the only way to end the depression is to keep people working. The slogan of the picture business is 'carry on,' and a lot of other industries could profitably follow its example.

"While refusing to become paralyzed with fear, the film industry has recognized the necessity of getting away from the inflated values of the war and post-war period. The picture business had its greatest development in those years when work was plentiful, wages high and cost of little account. Theatres sprang up like mushrooms, a free-spending public was eager to pay high prices to be amused, and money was poured like water into the entertainment which supplied that insatiable demand.

"Today, the world is emerging from its dizzy war-time orgy with a bad headache. True values are re-asserting themselves. The public is as eager to be entertained as ever, but it has less money to spend on amusement. The picture business is meeting this situation by lowering the price on its commodity. It is finding itself able to do that by eliminating waste and working harder, rather than in cutting down quality.

"With competition keener than ever before and a picture-wise public shopping for entertainment values, it dares not cut quality. The only answer to the problem is intelligent work. The film industry is buckling down to that and results have been highly gratifying."

Protection Hitch

(Continued from page 7)

that protection may be limited to what is fair and reasonable for all, the distributors feel they would not be justified in jointly going forward in the face of the pending and threatened litigation questioning the legality of limiting protection by agreement between all parties interested and attacking the right of distributors to grant any protection of any kind.

Peggy Shannon Re-Signs

Hollywood—Peggy Shannon, the red-haired and blue-eyed young Broadway actress, recently cast opposite Richard Arlen in "The Secret Call," has signed a new contract with Paramount.

SPECIAL COMMITTEE

Another Jobless Relief Group Named

New York — Personnel of the "Special Committee on the Industry's Co-operation With Relief Agencies" is announced as composed of the following industry leaders:

George Akerson, Abram Myers, R. H. Cochrane, Chas. L. O'Reilly, Claude C. Ezell, Joseph L. Plunkett, M. A. Lightman, E. A. Schiller, and Walter Vincent.

Hollywood—Paul Lukas will appear opposite Ruth Chatterton in Paramount's film version of Philip Barry's play, "Tomorrow and Tomorrow".

RECORD COVERAGE

Book "Alexander Hamilton" in School Cities

Following the preview of "Alexander Hamilton" some weeks ago at the home office the various sales managers connected with Warner Bros.-First National were instructed to secure its showing in every city containing a high school and in every college town throughout the country. The result is that the picture, based on incidents in the life of the first treasurer of the republic, promises to exceed in the number of individual bookings any other picture produced by the Warners since the advent of sound.

Joe Hummel, head of Warners' contract department, said that he believed enough bookings had already been received for "Alexander Hamilton" to constitute a record for any picture produced by any company.

"Laugh Day"

(Continued from page 7)

they are using it as an excuse for curtailing effort and avoiding responsibility. The word 'yellow' comes unbidden to my mind as I listen to an unending succession of alibis all bottomed on the depression.

"Unless some of the old pioneering spirit can be revived, the country is done for. Theatre owners and I wish that they might have the honor of being the first to cast off despair and 'buckle down' to regain lost business.

"The commodity they sell is essential to the morale of the country, it is purveyed at a low price, and there is a genuine demand for it. By increasing their patronage the theatres not only will help themselves, but will perform a public service. The public needs entertainment.

"So get busy, you exhibitors, help the public to get its mind off its troubles by getting them into your shows. If we could have a national laugh day at this time it would do a world of good. I am sure our forebears are having a hearty laugh over what we think are hard times."

More "Sooky" Players

Hollywood — The addition of Helen Jerome Eddy, Enid Bennett, Gertrude Sutton, Harry Beresford and Guy Oliver to the cast of "Sooky," Percy Crosby's companion story to "Skippy," has been announced. Norman Taurog will direct "Sooky" in which the title role will be played by Robert Coogan and Jackie Cooper will repeat his characterization of "Skippy". Willard Robertson, who played as the father in "Skippy," will play the father role in the forthcoming production.

"SPACE SHOT"

Supersedes Fadeout in Paramount Film

Hollywood — The "space shot" technique is being used through the production of Paramount's "24 Hours," mystery picture adapted from the Louis Bromfield novel.

Because the entire action of the story takes place during two rounds of the clock and it is necessary to give the audience the feeling of moving naturally, not jumping, from one scene and location to another, the new technique has been perfected.

The only fade-in is when the story opens and the only fade-out when it ends. Use of the "space shot" from start to finish aims to give the effect of continuous action.

According to Marion Gering, director of "24 Hours," the new method simply means "panning," or turning, the cameras away from the players at the end of each scene, and then showing a panorama, or traveling with the characters from one spot to another, before picking up the next location.

For the next scene, at a location perhaps miles away, the method is reversed and the cameras "space in," giving the audience the feeling it has traveled from one end of New York to the other in the twinkling of an eye.

NEW RINTY SERIAL

New Mascot Film Will Start Soon

New York—Nat Levine, president of Mascot Pictures Corporation, serial specialist, announces that he soon will start production on "The Lightning Warrior," a twelve-part serial, starring Rin-Tin-Tin.

The story of "The Lightning Warrior" is being especially written for Rin-Tin-Tin by Wyndham Gittens and Ford Beebe of the Mascot staff, authors also of "The Lone Defender". B. Reaves Eason, director of Mascot's "The Vanishing Legion," starring Harry Carey and Edwina Booth, and "The Galloping Ghost," starring Harold (Red) Grange, will personally direct "The Lightning Warrior".

"Taxi" Selected

Hollywood—The Warners have decided on a title for the new James Cagney-Loretta Young picture which is now in production with Roy Del Ruth directing. The early tentative title of the picture was "The Blind Spot" which gave way to "Taxi, Please." This has now been shortened to "Taxi!" In the cast are Ralf Harolde, Geo. E. Stone and Geo. MacFarlane.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

ACTORS, directors, writers, executives—all looked alike to vice squad members when they raided the exclusive Embassy Club and arrested 117 persons, including Irving Archer, producer, and Robert Vignola, director. The raiders confiscated $20,000 worth of gambling equipment and 100 cases of liquors.

* * *

Jackie Coogan's Minnie Golf Course has sounded its last gasp. A large sign has been placed on the lot where the course is laid, announcing that "all equipment, costing $30,000," is to be sold piecemeal. Mary Pickford's Tom Thumb course, which is nearby, is the only course in Hollywood doing any business.

* * *

We hear that Universal has bought the screen rights to "Bodies Are Dust," a Vanguard Press publication written by P. J. Wolfson. Wolfson is en route from New York to work on the adaptation of his novel.

* * *

More rumors concerning Colleen Moore's return to the screen. We have every reason to believe that negotiations are under way with Pathe and that a term contract with M-G-M is also being considered.

* * *

Betty Roberts, head of the story department at RKO-Pathe Pictures, has penned a climax to another romance. She became the wife of Charles A. Gault, local architect and building contractor. The ceremony took place at the home of Mr. and Mrs. Raymond Hatton, with the Rev. John G. E. Fry officiating. The newlyweds will honeymoon in the Grand Canyon country.

* * *

Ferenc, the famous continental photographer, has slipped unnoticed through New York upon his arrival from Vienna and is now in Hollywood. He takes up quarters in the Warner-First National studios. Ferenc was signed by J. L. Warner during his recent trip abroad.

Eric Linden, former Theatre Guild star, who made his screen debut in "Are These Are Children?" has been assigned the juvenile lead of "The Lost Squadron." The story, which is now running serially in Liberty Magazine, will go into production at RKO-Pathe Pictures studio the latter part of this month. Pat O'Brien and Joel McCrea have the leading roles.

* * *

Tests are being made over at M-G-M for the leading male role of "Tarzan of the Apes." Indications are that Kane Richmond, recently starring in the "Leather Pusher" series, will be selected for the Tarzan part. W. S. Van Dyke is slated to direct.

* * *

Mrs. B. P. Schulberg, wife of B. P. Schulberg, general manager in charge of west coast production for Paramount-Publix Corporation, has left the film city for Russia where she will study sociological conditions. She will visit Berlin, Cracow, and Warsaw, Poland. She will then go to Lenigrad and Moscow. Mrs. Schulberg is carrying letters to high Soviet officials.

* * *

Plans for the motion picture industry's part in the coming eighth annual appeal of the Community Chest have been launched by Winfield Sheehan, vice-president in charge of production of Fox Film Company, who has been named by the Association of Motion Picture Producers to be chairman of the Chest's motion picture division.

Officials expressed hope that the film industry this year will raise upwards of $200,000. It is believed that the plan of relief will be on a studio basis as in previous years, with each studio selecting its own division colonel.

* * *

RKO-Pathe has purchased the screen rights to "Veneer," a stage play by Hugh Stange. A number of the major studios were negotiating for this opus, but it went to the highest bidder. Charles Rogers is undecided in regard to making it a stellar vehicle for Helen Twelvetrees or Constance Bennett.

Elmer Clifton received a note from the Argus Production cameraman stating that the photographing of "Ghost of Other Days" was quite interesting but the food obtainable in out-of-the-way places quite upsetting. "In one restaurant," the note explained, "we told the waiter the food was so bad we would like to see the manager." "It won't do you any good," he replied, "he won't eat it either!"

* * *

"Forgotten Women," a story of Hollywood extra girls, is the next Monogram melodrama slated for production, according to announcement by Trem Carr, Monogram production head. The story is by Wellyn Totman, the adaptation by Adele Buffington, and Richard Thorpe will direct.

* * *

William Haines has left for a personal appearance tour of the east, doing a sketch written for him by Walter Woolf. When he returns he will start work on "Turn to the Right," one time sensational stage play that M-G-M has purchased for him. Robert Montgomery is to have another featured part in "Turn to the Right."

* * *

Boris Karloff, playing the murderous monster of "Frankenstein" at Universal, is escorted to and from the set by a huge body guard. The guard is more for the purpose of hiding his grotesque make-up than preventing him from bodily harm. Though he weighs 200 pounds, director James Whale considered him too diminutive for the part and 48 pounds of make-up and additional body structure was devised for his characterization.

* * *

While many of our foremost stars are re-signing at the expiration of their old contracts without additional salary, Robert Armstrong has something to crow about. He is the possessor of a new five-year contract at Pathe with the contract stipulating a raise in salary. According to present indications Armstrong will be starred before the year is out.

WE MEET



SUE CAROL

Sue Carol really lives in a beautiful Norman-French chateau — right in Hollywood.

"You're the only man I would get out of the bath tub for," Sue said, a bit ungrammatically, but in a most flattering tone.

Talk about "Psyche at the Bath!" Say, "Sue Carol after the Bath," paled that Greek Goddess into insignificance. Until you see Sue Carol in an emerald green gown you don't know what you've missed. What a picture!—and a short subject at that—just five feet two and a half inches. No wonder it's going to take more than a stock market crash to leave Nick Stuart without a Sue.

Since coming from Chicago, four years ago, Sue Carol has turned out a lot of footage for the major companies. She is now free-lancing, having gone to Monogram for her first assignment.

"My appearance in the Monogram melodrama, 'In Line of Duty,' makes three firsts for me," she said. "My first appearance in an independent production, my first character part, and my first appearance with long hair."

She admitted that the independents, much to her surprise—at least Monogram productions—in spite of their short shooting schedule, did not work her nearly so hard as she had to work at times while under contract to Fox.

"Trem Carr has treated me so nicely," she said, "I am going East to make a picture for another independent company."

She speaks French and German fluently as a result of her parents conversing in these respective tongues until she was six years of age.

"Black Oxen," the sensational Gertrude Atherton novel on rejuvenation, is reported en route to the talking screen. We are informed that M-G-M will do the talkie version and that Ernest Vadja has been assigned to do the script and dialogue.

Syndicate Secures Big Legion Tie-Up

Turn out the guard, the town's movie fans and the stay-at-homes will be coming your way because those battle-scarred buddies of the World War have gone Hollywood—so says Joe Silverman, general manager of Syndicate, who is handling this Talking Picture Epics release in several states. "The Legion on Parade," is the title of the production which offers such unusual exploitation and tie-up possibilities.

Exhibitors from many points in the Southwest have written Syndicate within the past few days requesting booking information on this Legion picture which they recognize as having very definite possibilities for alert showmen.

Not only the present Legion organizations will be vitally interested in the showing, but all previous war societies will get behind it. From the Civil War veterans, the Spanish-American War veterans, the D. A. R., the Gold Star Mothers, and countless other organizations are waiting to put their shoulders to the wheel for a several days' showing anywhere.

"Wally" Is Behind It

A. A. Wallgren, the famous "Wally" of the A. E. F., who wrote the history of the war in cartoons and comics, and who is known and beloved by millions of ex-service men, played a big part at the convention and wrote the advertising, made the illustrations, and otherwise played a big part in building "The Legion on Parade".



"Wally"

"Wally" was here, there and everywhere at Detroit and there was not a single buddy who didn't know him by sight and fight through a crowd to shake his hand.

In February, 1918, they yanked "Wally" out the trenches and sent him to fight the battle of Paris from a chair in the offices of the Stars and Stripes. Since that time he has done some 50,000 drawings of doughboys, gobs, leathernecks, including second loois and dog robbers, for newspapers, magazines, books, menus, ads, etc., etc.

Is it any wonder that "Wally" is famous, has been cited, decorated, and is known and beloved by some two or three million ex-service men?

Rating "The Legion on Parade" as the greatest exploitation "natural" in recent film history, and believing it means a clean-up for any theatre, Silverman added this additional comment, as follows:

"Through the national headquarters of the Legion and Talking Picture Epics every post in the country has been notified of the exhibition of "The Legion on Parade" and thousands of commanders, adjutants, heads of bugle and drum corps and the rank and file have fired the first guns in the vast exploitation campaign. The road ahead has been paved for you. Every possible step has been taken to bring home to the Legionnaires the importance of the success of this production as an asset to the post's progress and plans for greater membership. When you contact the Legionnaires they will already be familiar with plans for a whooping run.

"But in your exploitation setup, remember that the Legion is closely allied with every factor in community life. The Legion is merely the keynote. Digress into other fields. Get lined up with the big shots and aim high. New house records will be established in hundreds of theatres."

Little Miss Frels!

A new baby girl, "Miss" Jo Anne, arrived in the household of Mr. and Mrs. Rubin Frels at Victoria a few days ago, and Papa Frels was telling them all about it during his visit last week. All members of the family are doing nicely, he said.

Purdue to Haskell

Barnes Purdue, former operator and sound technician with the Oskar Korn Theatres, has accepted a similar position with the Texas Theatre at Haskell.

OKLAHOMA NEWS

Much activity in the Oklahoma City theatrical field during the current weeks.

* * *

Theatres falling all over one another trying to land Johnny "Pepper" Martin of the St. Louis Cardinals for a stage appearance. Warner Bros. reported to have inside track.

* * *

New master of ceremonies arrives for Warner RKO. He is John Moloney, recently of stock. Moloney replaces Annette Anderson, who was mistress of ceremonies last season.

* * *

"Five Star Final" crashes in a big way at the Midwest. Despite tremendous campaign by Advertising Manager George Y. Henger the classic "Waterloo Bridge" failed to appeal to the patrons.

* * *

Rumor that Publix is to build a new house on First and Robinson streets is discounted. City already far overseated and none of the deluxers are breaking even.

* * *

Eight legitimate productions have been booked into the Shrine for the next two months. This is more than played Oklahoma City all last year.

* * *

Robert D. Hutchinson, the efficient zone manager for Warner Bros. Theatres in Oklahoma, has proved to be a worthy successor to Leto Hill, transferred to St. Louis, and has made alterations, remodeled and added new equipment to the Midwest, Warner, Liberty Folly and Empress Theatres, and has brought forth the look of contentment on the faces of his many patrons, and in addition, nothing but the best and first-pick of pictures are selected for screening in his theatres, and the RKO Big Time Vaudeville now ranks with the very best shown anywhere.

* * *

The Regal Theatres operated by Zone Manager Pat McGee, in Oklahoma City, rank with the very best, located anywhere, and nothing but outstanding and first-run pictures allowed to be shown in the Criterion and Capitol Theatres, and second runs in the Circle, Victorian and Ritz. Manager McGee is arranging for extensive remodeling, alterations and new equipment, to be installed before spring.

* * *

Fletcher Chisenhall who served as director of the Ardmore, Okla., Little Theatre for the past five years, leaves for Hollywood, Cal., to become dialogue director for Tiffany-Stahl pictures.

* * *

Wallace Walthall, genial manager, National Screen Service, with headquarters at Dallas, was a welcome visitor in Oklahoma City, Saturday, and while here, managed to find time to visit his Masonic Lodge, in addition to attending to busienss matters for his company.

* * *

Cooler weather prevailing and better theatre attendance in evidence.

* * *

The Oklahoma State Fair has come and gone, and with attendance of 212,000 as compared with 254,833 last year. The expenditures exceeded the receipts, but the amount not stated.

* * *

Momand is still after the "Trust," and court actions accumulating rapidly, in both federal and state courts. Momand's suit for damages in the federal court is for $2,500,000, alleging violation of the anti-trust laws, conspiracy and monopoly.

Bill Cody to Tulsa

Bill Cody, of the famous Bill and Andy team of western players, has left the west coast on a two weeks' personal appearance tour, according to Joe Silverman, general manager of the Monogram Pictures Company, distributors of these westerns. Cody will appear within the next few days in Tulsa. His latest release now available is "Oklahoma Jim."

Another Story Buy

Hollywood—"Top 'o' the Hill," Charles Kenyon's Broadway stage success, has been purchased by Paramount to be filmed in Hollywood under the title, "Uncertain Women," with Claudette Colbert and William Boyd heading the cast.

Buffalo Equipment is backed by over fifty years' experience in cooling theatres, and has no connection with the experimentation now going on in the cooling industry.

Buffalo Air Washers
and **Distributing Units**

BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(Chapter Two)

"SEX EXPLOITATION"

THE business of a theatre is not that of an educator or a moulder of opinion, but emphatically a business of selling entertainment through the medium of the screen to as many people as possible at every showing. We are in the same position as that of a prominent retail store. Whereas the retail store offers merchandise, the theatre offers entertainment and differs only in its methods, by submitting something new each week. With us that something new is a production. Bearing that in mind, we employ live-wire methods in calling our buyers' attention to what we have to sell. Today we offer a sex production.

A production which lends itself to exploitation from a strong sex angle is too often distorted by managers in the theory that the box office will be enriched by this sordid, enticing appeal. This is entirely wrong. Just because a production pertains to the loves, lives and experiences of a woman, it does not necessarily classify it as a lurid sex production. The question of sex in most productions has always been a very tedious and difficult subject to exploit. Many a theatre has ruined its reputation by misleading ballyhoos that "so and so" was an exposure of sex. Remember, we are selling seats. In so doing, we are merely shouting what we actually have to sell, and in shouting about any sex picture, a campaign must be thoroughly thought out and carefully analyzed before it is put to work.

Local Condition Factor

The local condition of your town is a forceful factor in exploiting a sex production. Whereas, the strong sex angle may be highly and successfully exploited in one city, it will flop in another. The knowledge of your local public mind is very essential in the exploitation of a sex production. With all this in mind and the added precautions necessary to the well being of the theatre and for the good will of the box office, we shall now get to work and exploit the "Pagan Lady." As previously outlined in the last chapter, we assume that we are the manager of the same theatre, in the same city. Let's go.

Upon receipt of play date and because by experience we know the producer's press sheet is one of the most important helps to exhibitors, we immediately secure same, free of charge. Calling our staff together, we examine this press sheet.

In the press sheet of the "Pagan Lady," from the pictures of accessories and publicity stories, we see that the cast of the picture includes five well known stars. Also, we learn it is a sex type picture, adapted from a famous stage play, and contains many alluring scenes of Cuba. After a careful analysis, we decide the predominating exploitation angle will be the five well known stars, the decision being based on the drawing power of the stars in our community. We, therefore, proceed to bill this picture as a five star production, featuring the main star, Evelyn Brent.

Arousing Public Curiosity

Our next step would be to consider the secondary exploitation features, namely, the thrilling story, with its possible sex appeal angles and alluring scenes which will arouse the curiosity of the theatre public to see this picture.

A delightful and enjoyable audience likes clean entertainment. That's all. It is not interested in smooty or frank means of calling its attention. Therefore, we decide that the underlying gag line to be used in all our ads is, first the name of our stars; and second, the punch line "A drama of a Temptress Tempted." We do not mislead our audience into believing that our picture is a biography of a prostitute. We carefully watch our theatre fronts and newspaper ads, exposing nothing but the truth and following the primary and secondary exploitation features decided upon.

In all of our advertising we are guided by the punch lines suggested in the press sheet.

Our publicity and newspaper advertisements are our first consideration and we plant as many advance stories and photos as possible.

We plan a teaser advertising campaign in our local newspaper for ten days in advance of play date.

Our order for accessories, placed well in advance, have been received two weeks before the play date. We do not overlook the fact that billboards are an important factor in advertising. We are a great believer in twenty-four sheets, properly and conveniently located in the main sections of our city. We order a large supply of window cards and use as many novelty hangers as possible.

We have arranged for an announcement trailer to go on our screen ten days before the opening date, together with the distribution of imprinted heralds, announcing the coming of the picture.

Following press sheet suggestions, our artist makes up cut-outs of the three-sheets, and twenty-four sheets, showing a reclining position of the main star and using the head cut-outs of the four male stars. These we place in the lobby and in available spaces in front and inside of the theatre.

Newspaper Tieup

Newspaper stunt—every newspaper is interested in increasing business on its classified page and we contact the classified manager with the following stunt: For six days before the play date the theatre runs a classified contest stating that the reader who writes the best letter to the paper on "What novelty or novel experience you found in the Want-Ad column," or "Why I read the Want-Ad column for Results" will receive two tickets to our theatre. This contest calls for a three column space given the theatre in displaying cuts and ads on the picture. In addition, the newspaper gives the theatre a large free space before the contest begins in calling atention to the contest.

Another tie-up angle is the romantic scenes of Cuba, for which we contact a music and radio store, placing in our lobby one or more players of the ukulele or guitar with their advertising card.

We approach our local radio broadcasting station and put on a short play illustrating the romance of Cuba with Pagan Lady, during which time ukulele music is offered and our announcer reads the radio continuity that is furnished by the exchange.

We plant the serialization of the story with our newspaper before the play date and in turn, we run a trailer in our theatre advising our audience that this great story is now running in the newspaper.

We are always on the watchout for suggestions in our press sheets and use them. Bear in mind that producers are watching our interests all the time and offer us the newest and most satisfactory methods of exploiting their product, because if their product draws for our box-office, it means their own coffers heap.

We capitalize on a star and a production that is "home product" or pertains to our city.

We use teaser throwaways. A small envelope on which the following is written: "I dare you to read this," in which is inserted a small card "For a thrilling romance of life and love, meet me tonight at the Majestic Theatre," signed "Pagan Lady," is good.

Through the medium of the circulation department of the newspaper we arrange to give newsboys a free show if they, in turn, insert a Pagan Lady herald with play date imprinted in each newspaper the day of the opening.

"Building Patronage!"

A most interesting brochure has come to the editor's desk. It is National Screen Service's new book titled "Building Patronage." National has done a good job; the volume contains a list of all types of trailers gotten out by the company. It further instructs exhibitors in how to use them. Designed to aid the exhibitor realize the maximum of results from his trailers, the book is enjoying wide distribution.

Brochure on Light

A catalogue describing in text and photographs the company's line of lighting fixtures has been issued by the Voigt Co. It should be an aid to exhibitors because of its modernistic angles and applications to the theatre industry.

New Kiddie Deal

A new and novel kiddie deal for theaters covering 11 weeks and consisting of 10 clay miniature statues of the Hal Roach "Our Gang" kiddies, stage, complete assorted paints for coloring, brush palettes and instructions, is being offered by the Gem Clay Forming Co. of Sebring, Ohio.

Publix "Atmosphere" Exploitation Dept.

DEVISING of stunts and other publicity means for "atmosphere" or other unusual-angle pictures is the duty of a new Publix department headed by J. A. Koerpel, who was formerly managing director of Publix houses in the southeastern division and previously European director-general for Films First National, is arranging these special aids principally for the Publix Class B and C houses.

To illustrate: in the case of a picture like "East of Borneo" Koerpel provides a lobby display with authentic spears and other native articles which fit in with the picture. Publix is said to be interested in booking pictures with angles that will fit into this arrangement.

Costume Ballyhoo Revives "Ben Hur"

A NOVEL street ballyhoo was included by W. V. Taylor, manager of the Loew's State Theatre, Houston, Tex., in the extensive exploitation campaign he used to put over his showing of a revival of the "Ben Hur," with sound.

Taylor arranged for a street ballyhoo of a chariot with horses, and the driver dressed in a Roman costume. This ballyhoo appeared from 11 a. m. to 6:30 p. m. for two days, one day previous to, and on the day of the opening. This stunt attracted a great deal of attention because horse-drawn vehicles are not allowed on the main streets. Taylor had to secure a permit from the mayor. The chariot was also parked in front of the theatre during the run of the picture.

The newspapers were very liberal with both art and stories and received excellent reviews from all. The largest review ever given a picture, was by Lecta Rider, critic of the Houston Chronicle.

Cream for Birthdays In Louisville

LEE G. GOLDBERG, manager of Warner Bros. theatre chain in the Kentucky district, has elaborated on his plan of mailing out birthday congratulations to the fans in Louisville. As a good-will builder Goldberg has found the personal letters a great help, many of those receiving them acknowledging their receipt and giving thanks for the sentiments expressed. Now Goldberg has made arrangements through one of the most prominent druggists in Louisville to present a pint of ice cream to all those receiving one of the Warner theatre chain's birthday letters of congratulation.

Cartoonist Plugs "Star Witness"

A RATHER nifty stunt was that worked out by Frank B. Hill, manager of the Hughes-Franklin Liberty Theatre in Walla Walla, Washington, on the occasion of the advertising campaign in connection with the showings of "The Star Witness." Hill's stunt called for the services of a rapid fire cartoonist. The latter's job was to take up a position on a busy street corner and rapidly turn out cartoons based on scenes in "The Star Witness." Crowds collected to see the artist's work and as he finished each drawing he threw it in the air to be scrambled for by the crowd.

For two days Hill had the artist working in various portions of the business section of the city and during that time he made over one hundred and fifty cartoons. Hill personally checked up on the stunt and found it one of the best ever tried out in the town.

Ad Contest on "Pardon Us"

S. FRIEDMAN, manager of the Capitol at Pottsville, Pa., arranged with the Pottsville Journal to run a Classified Ad contest on "Pardon Us." The paper ran special stories explaining the contest and thirty guest tickets were awarded the winners. Contestants were requested to solve the meaning of the letters L. R. O. (Laughing Room Only.)

Another contest promoted by the theatre and newspaper, awarded an automobile which was given away at a later date. In announcing the details of the contest, "Pardon Us" was used at the top and bottom of the copy. The contest created a great deal of attention and was a great success.

In advertising "Pardon Us," Friedman exploited the fact that the new picture was Laurel and Hardy's first feature, and all copy in ads, and on the marquee, contained this line: "Their first full-length laugh riot." Special cut-outs of the two popular comedians were used both in the lobby of the theatre and on top of the marquee.

Air Tabloid Drama Aids "Final" Draw

FRANK N. PHELPS, in charge of Cleveland Warner theatres, put over a great stunt in behalf of "Five Star Final" which opened for simultaneous first runs at the Lake, Uptown and Variety theatres.

Phelps arranged a half hour dramatic tabloid version of "Five Star Final" to be broadcast over a local radio station the day before the opening of the picture. Members of the Playhouse played the parts. The high spots in the play were assembled so as to emphasize the big punches. The stunt was so well received that Phelps has prepared the campaign for use in other territories.

Plug "Hush Money"

FRANK SHEPHERD of the Cataract, Niagara Falls, got plenty of talk started on "Hush Money" by distributing several thousand heralds on the Starr Faithful murder mystery. The heralds contained several photos of Constance Bennett, the star of the feature, and cited the reward offered by a New York newspaper for a solution of the Faithful mystery The tie-up came in the gag: "Was Starr Faithful murdered for refusing to pay 'Hush Money'?"

Picture Contest on "Street Scene"

HAROLD EVANS, manager of Loew's State Theatre here, pulled two corking publicity stunts in conjunction with the premiere of Samuel Goldwyn's "Street Scene". In addition to a picture contest placed in the Times he arranged a preview which brought great results.

Knowing in advance that "Street Scene" was a natural for his city and the fact that Estelle Taylor, star in the picture, was in town, he started his campaign in advance of the opening date. A special preview for all local critics was arranged followed by a dinner at the Coronoda Hotel given by Estelle Taylor. This advance publicity helped build interest and from the critics' review Evans selected excerpts for a special trailer which was flashed upon his screen a few days before the opening.

The picture contest put over with the Times carried a $10 daily award. A few days before the opening stories broke in the newspaper mentioning that a certain corner at a certain hour pictures would be taken of crowds. The following day the picture was reproduced in the paper and the persons identifying themselves received awards. This stunt was run a few days before and last three days during the engagement.

A tie-up with the Postal Telegraph Company was the means of securing 30 life-size cut-outs of messenger boys at various offices as well as in the lobby, each containing copy about the picture.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title_____
Star_____
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KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

New Erpi Contracts Over Hundred Mark

C. W. Bunn, general sales manager of Electrical Research Products, announces the following new theatre contracts for Western Electric installations:

Wigwam, Coalgate, Okla.; National, National City, Cal.; McCall, McCall, S. C.; Queen, Hendersonville, N. C.; Temple, Birmingham, Ala.; Orpheum, Newark, N. J.; Tremont, Bronx, N. Y.; Clifton, Clifton Heights, Pa.; Senate, Ambridge, Pa.; Palace, Berlin, N. J.; Cazin, Tampa, Fla.; Fillmore, Buffalo, N. Y.; Strand, So. Portland, Me.; Cameo, Deering, Me.; State, Glennville, Ga.; Rex, Casper, Wyo.; Blaine, Wetumka, Okla.; Marks, Eudora, Ark.; Majestic, Rhinelander, Wis.; Grand, Wausaw, Wis.; Plaza, Manchester, Ia.; Rialto, Harrisburg, Pa.; National, Harrisburg, Pa.; Star, Salt Lake City, Utah; Thurston, Rochester, N. Y.; Opera House, Lowell, Mass.; Palace, Newton, Miss.; Palace, Forest, Miss,; American, Terre Haute, Ind.; Del Rio, Clinton, Okla.; Folly, Denver, Colo.

Sarg, Middletown, Ohio; Pahala, Pahala, Is. of Kau, Hawaii; Star, Payson, Utah; Eitle, Walpole, Mass.; Elton, Brooklyn, N. Y.; Arcade, Springfield, Mass.; Emblem, Buffalo, N. Y.; Syracuse, Syracuse, N. Y.; Hollywood, Buffalo, N. Y.; Royal, Foley, Fla.; Palace, Syracuse, N. Y.; Ritz, Chatham, Va.; Prospect, Kansas City, Mo.; Regal, St. Joseph, Mo.; Ritz, Montgomery City, Mo.; Downs, Downs, Kas.; Crescent, Louisville, Ky.; Karlton, Myerstown, Pa.; Vanderbilt, New York, N. Y.; Falls, Niagara Falls, N. Y.; Lido, Brooklyn, N. Y.; Scenic, Lexington, Ill.; Savoy, St. Joseph, Mo.; Empire, Chicago, Ill.; Empire, Pekin, Ill.; Lyceum, St. Paul, Minn.; Louisburg, Louisburg, N. C.; Crown, Houston, Tex.; Lyric, San Jose, Cal.; Peralta, Oakland, Cal.; Mayo, Long Beach, Cal.; Congress, Newark, N. Y.; New Brighton, New Brighton, Pa.

Palace, Cambridge, Ill.; Temple, Birmingham, Ala.; Burt's, Mannington, W. Va.; Howard, Washington, D. C.; Nuera, Oswego, Kas.; Cozy, Lockwood, Mo.; Majestic, Ceadr Rapids, Iowa; Grand, Chicago, Ill.; New South, Norwood, Mass.; Grand, Rock Springs, Wyo.; Wise & Kirkland, San Diego, Cal.; Jerome, Jamaica, L. I., N. Y.; Winter Garden, Carrizo Springs, Tex.; Regal, Wellsville, Mo.; Stillman, Brooklyn, N. Y; Scarsdale, Scarsdale, N. Y.; Palace, Seattle, Wash.; Playhouse, Seattle, Wash.; Belmont, Kansas City, Mo.; Capitol, Raleigh, N. C.; Town Hall, Allegany, N. Y.; Lincoln Sq., Pittsburgh, Pa.; Karlton, Myerstown, Pa.; Guild, Norwood, Mass.; Town Hall, Wilton, N. H.; Rialto, Kimball, W. Va.; Sisman, Detroit, Mich.; Vilas, Eagle River, Wis.; Alvarado, Baltimore, Md.

Berwyn, Berwyn, Pa.; Rialto, Mangum, Okla.; Iowana, Red Oak, Ia.; Amuse-U, Muscatine, Ia.; Central, Kansas City, Mo.; Ideal, Halstead, Kas.; Virginia, Decorah, Ia.; Sutton, Thomas, W. Va.; Midway, Philadelphia, Pa.; Pastime, Coplay, Pa.; Strand, Petersburg, Ill.; Liberty, Mason City, Ill.; Rialto, Coal City, Ill.; Paramount, Fremont, O.; Paramount, Charlettesville, Va.; Sanford, Sanford, N. C.; Youngs, Lexington, N. C.; Roxy, Mounds, Ill.; Arcade, Muscatine, Ia.; Palace, Elmwood, Ill.; Armada, Lovell, Wyo.; Boulevard, Los Angeles, Cal.; Alameda, Alameda, Cal.; State, Woodbridge, N. J.; Standard, Philadelphia, Pa.; and the Imperial, Greenboro, N. C.

A SOUND CONTRACT

Film Records Goldwyn-Cantor Conversation

Having agreed to recognize the sound track of their names as transcribed upon a strip of film as legal signatures to a contract, Eddie Cantor, the noted comedian, and Samuel Goldwyn, the producer of Cantor's pictures, were parties to what was perhaps the most unique contractual arrangement ever consummated when they participated in a discussion over long distance telephone from the Electrical Radio Show in New York City to Goldwyn's office in Hollywood, California.

Through the medium of RCA Photophone Portable sound recording apparatus which had been set up in the RCA booth at Madison Square Garden, a sound and picture record was made of Cantor from the time he placed the long distance call to the Goldwyn Studios until the conversation had been completed.

DE LUXE PORTABLE

More Powerful RCA Unit for Non-Theatricals

In addition to its recently introduced new Portable sound reproducing equipment, which was designed to meet the requirements of educational and industrial institutions and which is now being marketed through dealer distribution, RCA Photophone, Inc., has developed a new De Luxe Special Size equipment for the non-theatrical field . With the sound heads, amplifier and loud speaker which comprise the reproducing unit, a twin turntable non-synchronous phonograph with power amplifier is included. By connecting the power amplifier for the phonograph to the output of the voltage amplifier, sound of sufficient volume for adequate distribution in an auditorium containing 150,000 cubic feet of space may be developed.

This volume of sound is approximately the same as that ti which the RCA Photophone Standard Size equipment is adapted. Two loud speakers may be used if deemed desirable, although but one speaker is supplied with each unit.

X-CELL PRICE CUT

Dallas Equipment Man Announces Reductions

A drastic cut in the sale price of X-Cell A. C. sound-on-film eqiupment has been announced by R. Z. Glass, former radio station KRLD engineer and owner of Public Address Service Company, 2024½ Commerce Street, Dallas, Texas. There are now over 20 X-Cell installations in Texas, Glass said.

Where disc equipment is installed the price is reduced to $590. For complete equipment the new price is $985.

Public Address Service Company is also manufacturer of the "Paseo" portable all A. C. sound-on-film equipment which sells for less than $1,000. This equipment handles 2,000-foot reels and gives an uninterrupted 20 minutes' show.

IMPROVED CUTAWL

Device Is Important Art Workshop Tool

The International Register Co. announces satisfaction with its improved Cutawl wherever it is used. In the art shop the machine is employed for making all kinds of cut outs and displays. There are several attachments which may be purchased for the machine that heighten its efficiency. Among these are the bevel attachment and an arrangement whereby perfect circles may be cut.

The machine and accessories work equally well on wall board, fiber board, felt, and light wood, and is practically foolproof.

MODEL "C" N.A.N. FILM SAFETY CONTROL $50. EACH

Combined with the most perfect and noiseless change-over. All parts and tubes guaranteed 1 year.

N. A. N. FILM SAFETY CONTROL CO.
Johnstown, Penna.

LOOK! GOOD NEWS!

X-CELL A.C. OPERATED SOUND-ON-FILM
Now Available at Prices Within Reason.
Complete equipment includes Racon or New Wright-DeCoster speaker, Webster amplifier, fader, improved latest type sound heads and two X-Cells, the new photo-cell, vibration and noise proof, eliminating head amplifiers.

New Cash Price $985. Where Disc Is Installed New Cash Price . . . $590.

Sound Reproduction Guaranteed Satisfactory

Ask X-Cell Users. Installations Territory Wide.

CALL OR WRITE

PUBLIC ADDRESS SERVICE CO.
2024½ Commerce St. Dallas, Texas

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Palmy Days

United Artists—78 Minutes

Cast: Eddie Cantor, Charlotte Greenwood, Barbara Weeks, Chas. Middleton, Spencer Charters, Paul Page, Harry Woods, George Raft, Walter Catlett. Directed by Edward Sutherland.

Eddie Cantor in several characterizations which give him ample scope to display his comedy talent for the benefit of all. It is lively and tuneful with beautiful women galore in ensemble numbers that please the eye. Story not of much consequence concerns Cantor as an assistant to a crystal gazer who bungles into a job as efficiency expert in a bakery. Charlotte Greenwood as the physical instructor in the plant hooks him into a matrimonial tie-up. Charlotte, by the way, nearly steals the picture in several spots. Just the right type of picture to click in any spot. Camera work commendable and Edward Sutherland's direction is flawless. Should prove sure fire box office in any spot.

SELLING SEATS: Sell Eddie Cantor first, last and always. Tie up with doughnut bakeries. Have a crystal gazer in the lobby or nearby store. Charlotte Greenwood should also get good billing.

Riders of the Purple Sage

Fox—58 Minutes

Cast: George O'Brien, Marguerite Churchill, Noah Beery, James Todd, Yvonne Pelletier, Stanley Fields, Lester Dorr, Shirley Nail, Frank McGlynn, Jr. Directed by Hamilton MacFadden.

Just another Western with the usual action expected in such pictures. Story by Zane Grey concerns O'Brien in search of his sister who has been enticed away from her husband. Meets Marguerite Churchill who owns a ranch that is the objective of a gang of bad men headed by Noah Beery. The gang attempts to chase them off the ranch and after much gun play and riding they escape by pushing a huge rock down the mountain which starts a landslide and shuts off the gang in a valley that is made impassible. Will please Western fans in the smaller houses.

SELLING SEATS: Story by Zane Grey is well known and is about the best selling angle for this one. Use plenty of Western atmosphere.

The Road to Singapore

Warner Bros.—73 Minutes

Cast: William Powell, Doris Kenyon, Marian Marsh, Louis Calhern, Lumsden Hare, Allison Skipworth, A. E. Anson, Douglas Gerrard. Directed by Alfred E. Green.

William Powell in his first starring film for Warners gives a creditable performance as a suave lover, notorious for his many affairs with women. Although ably supported by Marian Marsh and Doris Kenyon the picture depends mainly on Powell for its chief draw. The story is implausible, but nevertheless should please the fans who like an amusing comedy drama. The scenes are romantic, being laid in the town of Khota in Ceylon, where Powell prefers to spend his days far from civilization—drinking and reminiscing. To this settlement comes Doris Kenyon to marry Dr. Marsh (Louis Calhern). After her marriage she finds herself neglected by her husband who is too busy to give her any attention. Seeking love she goes to Powell. To add to the complicated situation the doctor's sister (Marian Marsh) also makes a play for Powell. Doris, tired of it all, takes the boat for Singapore. Powell follows her.

SELLING SEATS: Capitalize on the title with travel tie-ups. Dress up your lobby in tropical style. A stunt that is sure to arouse interest would be to have arrows painted on the street with the following: "This Arrow Leads to 'The Road to Singapore' at the Blank Theatre."

The Spirit of Notre Dame

Universal—80 Minutes

Cast: Lew Ayres, William Bakewell, J. Farrell MacDonald, Frank Carideo, Andy Devine, Harry Barris, Sally Blane, Don Miller, James Crowley Elmer Layden, Harry A. Stuhldreher, Paul O'Connor, Adam Walsh, Arthur McManmon, Al Howard, John Law, Larry Mullins. Directed by Russell Mack.

Here is a timely subject that should reap a harvest at any box office. Dedicated to that famous coach Rockne and embodying the spirit of his efforts to produce results by team work and not individual playing this is football for its entire footage. The cast with exception of principals is made up of actual players on the Notre Dame team, including the famous "Four Horsemen." Lew Ayres as the conceited prep school player who develops into the star of the team is, for reasons of improving the lineup, shifted to an inside position with his room-mate (Wm. Bakewell) getting the job of carrying the ball and the glory that goes with it. Lew gets sore and fails to support Bill in the rushes and is thrown off the team. Returns in the last moments of play in the game against the Army and redeems himself. Not much romance in this one but is fast moving and crammed with action. J. Farrell MacDonald as the coach does fine job and whole picture shows expert direction.

SELLING SEATS: Play up Rockne big. Also the "Four Horsemen." This one is all football so get tie-up with sporting goods stores and local school teams.

24 Hours

Paramount—66 Minutes

Cast: Clive Brook, Kay Francis, Mirian Hopkins, Regis Toomey, George Barbier, Adrienne Ames, Charlotte Granville, Minor Watson, Lucille LaVerne, Wade Boteler, Robert Kortman, Malcolm Waite, Thomas Jackson. Directed by Marion Gering.

The screen version of Louis Bromfield's popular novel rates as first-class entertainment because of its absorbing story. The entire action takes place within 24 hours —continuous without time lapses. It is a mystery story of tangled lives, revealing how husbands, wives and lovers are abruptly brought to their senses, amid glamorous New York. Clive Brook gives an excellent performance as the one whom guilt is wrongly attached for a mysterious murder. Kay Francis, who is cast as his wife, delivers a splendid performance. Miriam Hopkins does convincingly as the night club entertainer who is murdered by her husband (Regis Toomey), dope fiend who is responsible for another murder. There are some gangster sequences in the picture, but not enough to spoil the picture. Should appeal to all classes, particularly those who read the story or saw the play.

SELLING SEATS: Tie-ups with bookstores and libraries will help put this picture over to the reading public. Place a large cut-out of a clock in your lobby showing fascinating scenes from the picture. You might conduct a contest offering prizes or tickets for the best essay on the subject of "A Strange Experience During 24 Hours."

SHORT SUBJECTS

Speed

Educational—21 Minutes

This Mack Sennett comedy featuring Andy Clyde, Marjorie Beebe, Alberta Vaughn and Frank Eastman is a "wow." The two-reeler is photographed in natural colors. A race between an ancient auto and a transcontinental plane form the basis of the plot. Marjorie and Alberta race to New York and matrimony in the same plane with Andy, getting the thrill of his life. Sensational views of the scenic wonders of America's West are shown.

Gypsy Caravan

Vitaphone—9 Minutes

Music lovers will certainly appreciate this one. Giovanni Martinelli sings in splendid style. There are some good settings, particularly outstanding is the sequence showing a gypsy camp, including a dance scene and a violin solo.

The Hot Spot

RKO-Pathe—18 Minutes

Frank McHugh as the star reporter of the city newspaper gets his pesky brother-in-law to pose as a murderer until he can locate the real murderer and scoop the other newspapermen. As the innocent man is ready to be executed Frank arrives in the nick of time with the real murderer. The comedy rates as just fair entertainment. The plot is too uneven. However, there are some good situations and gags.

20,000 Legs Under the Sea

Paramount—8 Minutes

This Talkartoon reel is very cleverly done, as are all the others of this series. The animated fishes and sharks at the bottom of the sea have a great time dancing and making whoopee. The ending is very amusing, showing all of them make their way to the canning depot. The synchronizing is well done.

PREVIEW VITAL

Pictures Tested in Out-of-Way Places

Hollywood — No picture ever is released before it has been tested at a preview, according to B. P. Schulberg, managing director of West Coast production for Paramount.

"With these unadvertised showings we test the audience's reaction to the picture, noting where it seems to lose interest, if it does so; where it laughs at serious scenes, and what dramatic sequences do not succeed. Cards are given out at the conclusion of the picture. On these, the theatregoers are asked to voice their opinions and complaints.

"Smaller theatres are chosen because of the fact that there the average audiences are found. So expert have Hollywood preview audiences become that their criticisms attempt to be professional and thereby lose their value.

"The more costly productions often are taken outside the city, some of the selected places during the past year having been Glendale, Santa Monica, Burbank, Santa Barbara, San Bernardino and San Diego. One concern recently previewed at San Francisco.

"Besides getting the benefit of preview cards, the picture-makers are better able to judge the picture in the presence of an audience. A production always plays better in a theatre than in a studio projection room. After the preview, studio officials send in their report, rating the box-office value of the film and expressing their opinion as to how it can be bettered. Other benefits derived from the first showing are the checking of the number of laughs in a comedy and the judging of a star's popularity by the applause he receives in the first scene."

Immediately after the preview, while the picture is still fresh in their minds, the producer, director and cutters discuss the production. Arguments are thrashed out concerning the remedying of possible faults not only in the film under consideration but in others not yet produced and the result is a continued betterment of studio product which would not be possible without the preview.

Rasch-Warner Short

New York—Albertina Rasch has signed a contract with Warner Bros for another short, which will be the third she will make for this company. The contract calls for a troupe of twelve dancers. Roy Mack will direct and production is scheduled to begin this week.

Warner Oland's Next

Hollywood—Warner Oland has been signed to play a leading part in Marlene Dietrich's forthcoming starring film, "Shanghai Express,"

ADD TO RKO CASTS

Additional Players for 5 Films Announced

Hollywood—Norman Foster has been signed by Radio Pictures to portray the role of Johnny Powell in Willard Mack's stage play, "The Dove". Stanley Fields will portray the heavy in the picture wherein Dolores Del Rio is to be starred under the direction of Herbert Brenon.

Lawrence Olivier will play in "Marcheta". He is to be the film husband of Irene Dunne, who is to be co-starred with Richard Dix in this production to be directed by Victor Schertzinger.

Louis Weitzenkorn, author of "Five Star Final," has contributed a story to Radio Pictures to feature Mary Astor and Ricardo Cortez. Kitty Kelly and John Halliday have been assigned roles. The film will be directed by George Archainbaud.

The "Peach o' Reno" cast which is to be headed by Bert Wheeler and Robert Woolsey with Dorothy Lee has been augmented by the addition of Zelma O'Neal, Cora Witherspoon and Sam Hardy. Joeph Cawthorn, Stanley Fields and Kitty Kelly are also cast.

Hugh Herbert has been assigned a character comedy role in the original story authored by John Howard Lawson for Hope Williams, Broadway star, and formerly titled "Penthouse".

FILM CITY BUSY

Lasky Says Hollywood a Working Town

Hollywood — Hollywood of today is a hard-working Hollywood, a Hollywood awakened by a realization of the nation's condition to a full sense of the motion picture industry's responsibility and problems, Jesse L. Lasky, first vice-president in charge of production for Paramount, declared upon returning to New York after a two-months' stay at the West Coast studios of his company.

"Never before have I found such awakening to keen showmanship, such close study of conditions and public tastes and such complete realization of the country's own peculiar problems," he said. "The industry is on its toes."

RKO Author Assigned

Hollywood—Jane Murfin, playwright and scenarist under contract to RKO-Radio Pictures, has been assigned to write the adaptation and dialogue of "The Other Passport," according to an announcement by William LeBaron, vice-president in charge of production. The story is by Harold McGrath and will star Irene Dunne.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

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ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

GOOD PAYING theatre equipped with sound-on-film in most exclusive sub-division Texas town 55,000; 8,000 population directly around theatre; second run product available. $5,000 cash; balance terms. Address Rex Theatre, B-383, Associated Publications. 10-13

FOR SALE CHEAP—No opposition; other business. Iris Theatre, Kerens, Tex. 10-13

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. x10-13

EQUIPMENT FOR SALE

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

WEBER disc equipment for sale; first class condition; good as new; $100 for entire outfit. F. E. Perryman, Elizabethton, Tenn. 10-13

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. eow

LIKE NEW—First class sound equipment, four Phototone sound-on-film heads, $150 pair; six Racon horn and Giant unit $69.50 each; two ten-tube rack and panel amplifiers, cost $250, only $95 each; 4 Wright-DeCoster horns, $15 each; 4 Wright-DeCoster dynamic speakers, $25 each; 12 synchronous turntables, best make, like new, $20 each; two Vitadisc turntables; demonstrators, $30 each; two Powers 6-B machines like new, $185 each; two Powers 6-B on 6-A stands, $195 pair. All this A-1 guaranteed equipment. Audien Distributing Co., 1801½ Commerce St., Dallas. x10-13

THEATRE CHAIRS — Veneer backs and seats excellent condition; recently ducoed. Castamba Theatre, Shelby, Ohio. 10-13

EQUIPMENT FOR SALE—Con'td

SPECIAL FALL BARGAIN—Six rebuilt Simplex projectors less lamphouses. Only while they last $225 each. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. tf

EQUIPMENT WANTED

TICKEX Machines Wanted — Will pay cash for all sizes automatic Gold Seal or Simplex Tickex registers. State particulars, size, current, age, etc. Midwest Ticket and Supply Co., One North LaSalle St., Chicago. 10-20

LEATHER-UPHOLSTERED Seats, rugs, drapes, supply of three-fourths A. C. white flame carbon. B-382, Associated Publications. 10-13

POSITIONS WANTED

SOUND OPERATOR-ELECTRICIAN, 15 years' experience, wants job. Walter Ingalls, New Hampton, Iowa. 10-13

AT LIBERTY — Special R C A and Western Electric operator; moderate salary. Wire H. Swatek, 401 Gilbert St., Peoria, Ill. 10-6

SOUND PROJECTIONIST — Four years' experience with circuit, best references; reliable; will go anywhere, anytime. Henry Hanson, 217 Clark St., Alpena, Mich. 10-6



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Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

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She's always on time at the set, isn't a bit upstage, never misbehaves off the screen, can sing, dance, play, ride and swim, and combines the simplicity of Mary Brian, the subtlety of Norma Shearer, the fire of Garbo, the sweetness of Joan Bennett and the allure of Dietrich. You'll never guess who! It's Betty, new leading lady for Bimbo in the Fleischer Talkartoons!

—*Screenland Magazine*



BETTY-BOOP

Miss Betty Boop. Popular leading lady in Max Fleischer's Paramount Talkartoons elevated to stardom by public demand. She's the hit of every show!

Just another big seat-seller in Paramount's 1931-32 line-up of quality shorts, which includes PARAMOUNT SOUND NEWS, 104 issues. 32 TWO-REEL COMEDIES. 52 ONE-REEL PRODUCTIONS, INCLUDING SCREEN SOUVENIRS. 18 SCREEN SONGS. 18 TALKARTOONS (here's where Betty shines). 12 PARAMOUNT PICTORIALS.

PARAMOUNT SHORTS

OCT. 20, 1931
VOLUME VIII NUMBER

MOTION PICTURE TIMES



UNEMPLOYMENT RELIEF WORK BUZZES IN TEXAS

WALKER'S T.O.P.A. BULLETIN PRAISED BY EXHIBITOR

ALL'S QUIET ON THE ZONING FRONT

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE

MURDER SENT A NORTHWEST "MOUNTY" DEEP INTO THE HEART OF THE WILDERNESS AND INTO THE HEART OF A GIRL!

"IN LINE of DUTY"

with SUE CAROL and NOAH BEERY







The Corporal got his man—and that man was the father of Felice Duchene, the girl who won his love.

Throbbing drama against the background of nature's mighty force and grandeur.

Men who do or die on the trail of duty and daring. Gripping action that will make the fans' teeth grit. An appealing love story amid the pictorial beauty of the rugged wilderness.

"IN LINE OF DUTY" means box-office lines! It has the cast—Sue Carol, Noah Beery, Francis McDonald, James Murray—the story, the action, the drama, the stirring, inspiring setting of the Canadian Northwest.

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

"Go After Business" Is Keynote Allied Meet

ROUND TABLE DISCUSSION SURPASSES ALL PREVIOUS CONVENTIONS AND STIRS SHOWMEN TO ACTION

Cole Again Takes the Chair

A go-after-business campaign that starts with the paint brush, colorful ideas in stunts, and plans for all sorts of tie-ups, together with an election of officers and directors, were highlights in the two days' Allied of Texas convention which closed in Dallas Tuesday afternoon.

Col. H. A. Cole was elected president after having relinquished the office last year in favor of Will Horwitz, whose administration proved to be unsuccessful. Mr. Cole has held the presidency for several years continuously up to the past year.

Rubin Frels, of Victoria, was elected first vice-president; E. J. Callahan, of Crockett; A. V. Wade, of Gainesville; H. T. Hodge, of Abilene; Henry Sparks, Cooper; and A. W. Lilly, Greenville; second vice-presidents.

W. H. Powers, of Henderson; Will Dorbandt, Athens; John Lilly, Sulphur Springs; Mart Cole, Rosenberg; Leaman Marshall, Terrell; Paul Scott, Dallas; Sam Hefley, Cameron; H. G. Stein, Luling; H. H. Starcke, Seguin; H. Boynton, Hamilton; P. V. Williams, Munday; and Homer Mulkey, Clarendon, were elected directors.

Mart Cole succeeded J. L. Santos, of Wharton; Leaman Marshall succeeded John Stewart, of Kaufman; and Paul Scott succeeded C. M. Cooper, of Alvarado on the directorial staff, while the others were re-elected.

New Convention Slant

Col. Cole worked out a convention program designed to bring the public's reaction four-square before his exhibitor followers in a movement to instill new faith in this business and a light that would show the way to profitable operation during lean business seasons.

A series of addresses by prominent Dallasites and Texans took most of the first day's ssesion and part of Tuesday. John Erhart, noted attorney, swayed the convention noticeably through his delivery of "The Motion Picture Industry and Prosperity," pointing out the valuable place theatres hold in the economic equation.

A. I. Folsom presented the business man's view of the industry. He applied the same business methods to the theatre as he applies to his own business, considering all lines of endeavor fundamental in many respects. Many eight, he said. Get down and exhibitors are working four hours when they ought to be working hustle. Get out and sell, was the message he brought the convention.

Mrs. Mamie Folsom Wynne, club woman and writer, brought in the woman's angle and the possibility for contracts with clubs, etc.

The Rev. Barcus of Roenberg, who was brought to the convention by Mart Cole, presented the religious angle with which it is possible for exhibitors to gain much good will and friendly cooperation.

Copyright Discussed

Harold H. Young, a member of the firm of Leake, Henry, Wozencraft and Frank, outlined plans by which he believed the film copyright, recently practiced by the distributors, could be side-tracked. Mr. Young's firm is retained as attorneys for Allied.

Round Table Discussion Adds Big Punch

Col. Cole led a round table discussion that threw new enthusiasm to all corners of the convention floor, and contrary to previous conventions, every exhibitor rose to his feet and expressed himself thoroughly, and practically every minute brought forth a valuable idea for a higher standard of theatre management.

The discussion was orderly, divided into three subjects:

1. Contracts.
2. Stunts
3. Atmosphere.

Every sort of possible contact was minutely thrashed out, showing the possibilities offered in good will coming from all varieties of clubs, parent-teacher organizations, etc. How to approach these bodies and pointers in necessary diplomacy were brought out.

Stunts of the constructive type were analyzed as to their value in the immediate sale of seals and the cumulative results in patronage bound to follow.

The atmosphere of a theatre was treated as a paramount issue of operation. Exhibitors were urged to resort to the paint brush as a fundamental improvement in the appealing values of their houses. The necessity for brightening up, re-fixing, remodeling if possible, were stressed as vital to holding good-will and steady patronage, no matter what the strength of film attractions might be.

Best in Five Years

Officials of Allied characterized the convention as the most important meeting the association had experienced in five years. The exhibitors entered the meeting squarely on both feet and every one present made himself a part of the discussion.

Resolutions were passed flaying the copyright burea, its tactics, and the distributors who are backing it.

(Continued on page 4)

Walker Calls TOPA Meeting at Lampasas

Judge Roy Walker, president of the Theatre Owners Protective Association, has issued from Lampasas a call to attend a national convention in Dallas at an early date and also a bulletin stressing the work already accomplished by the organization and an outline for future work.

Judge Walker's call for the convention is as follows:

ANNUAL MEETING NOV. 30

Dear Sir:

On December 1, one year will have passed since the Theatre Owners Protective Association was organized. We should have a meeting and try to secure the attendance of each member and friend of our Association. I have not called a meeting earlier because most of us have been in a protracted business slump and have had very little pep for a state meeting. This meeting is called strictly for business and I hope that each member will attend, prepared to give his ideas on the various questions that will be brought up before the Association.

Our Association has, in the short time we have been operating, helped the Independent Theatre Owners in ways too numerous to mention. I did not feel called upon to get out a bulletin as to what we were doing, because during the summer months very little of importance was taking place. Beginning with this month, I expect to put out a bulletin that will deal strictly with problems of the small independent Theatre Owner, and if you will assist me, we can make these monthly bulletins a real benefit to each one of us.

Taxes

You are familiar with the success we had in the past Legislature in keeping the tax burden off of our industry. It is generally understood that the Legislature will be called into special session the first part of next year for a special tax program, and you can rest assured every industry will come in for taxes in some

(Continued on page 4)

Cameron Lands Kids With Exploitation of Serial

Makes Movie For Serial's Twelve Weeks' Run; Draws 1,200 Kids.

Definitely proving that judicious exploitation will bring satisfactory business into the theatre every time it is properly done, P. G. Cameron, impresario of the Melrose, one of Dallas' finest neighborhood theatres, hit the bull's eye right in the middle when he started "The Vanishing Legion," one of the strongest of a group of serials released this year by Allied Film Exchanges, of which Jack K. Adams is president.

To start with, Cameron ran the special trailer prepared on the serial well in advance of starting date. The trailer itself, furnished by the exchange, contains enough



P. G. CAMERON

action and punch to make anybody want to see the real thing. Along with the trailer, Cameron announced that a motion picture would be made in front of the Melrose on starting date and every kid attending would in the cast.

It worked to a nicety, according to the accompanying photograph showing twelve hundred kids by actual count. At the extreme left of the picture is seen P. G. Cameron, himself. At the extreme right is Lloyd B. Rust, sales manager of the Allied office in Dallas.

"Vanishing Legion" stars Harry Carey and Edwina Booth, remade famous through their "Trader Horn" roles; Rex, king of wild horses, and Frankie Darrow, star kid performer, in addition to a score of other established serial players.

Allied Meet

(Continued from page 3)

Another resolution asked for the adoption of the standard contracts passed by the 5-5-5 committee and rebuked the distributors for using individual contracts.

Sales policies of certain of the national companies were denounced in a following resolution, and their alleged demands for percentage on the best playing time of pictures and percentage on the the week, for flat rentals on poor good ones.

The Brookhart bill was again endorsed as a means of regulating trade relations in this industry, and all forms of unreasonable protection as practiced by the big circuites and exchanges were decried.

A concluding resolution asked that all exhibitors take active part in current unemployment relief plans and participate in the move to offer a free show during November for this cause.

New pep and enthusiasm crept into the afternoon session, all of which is emphatically believed will be a lasting impetus to attending showmen and those who get the message later, to go after business with both shoulders squarely at the wheel.

Exhibitors who signed their names to the convention register up to Tuesday noon were:

H. G. Stein, Luling; M. L. Smith, Gonzales; H. H. Starcke, Seguin; A. V. Wade, Gainesville; G. A. Doering, Mineola; Homer Mulkey, Clarendon; Mr. and Mrs. Nathan Brown, Dallas; Rubin Frels, Victoria; C. W. Frels, Yorktown; H. A. Cole, Dallas; Sam Hefley, Dallas; Henry Sparks, Cooper; P. V. Williams, Munday; A. W. Lilly, Greenville; Leaman Marshall, Terrell; Miss Norma Frels, El Campo; Mrs. Alasta Frels; R. C. Garbade, Yoakum; Thos. Donnell, Stephenville; G. W. Belcher, Eastland; J. M. Tobola, West; Mart Cole, Rosenberg; Mrs. S. P. Smith and G. M. Smith, Center; and Paul Scott, Dallas. There were at least 15 other exhibitors attending the convention who had not signed the register up to this time.

PLAN U. T. A. OFFICES

New Branches for United Theatre Advertisers

New York — Announcement of a plan for the establishment of branch sales and distribution offices in the south and middle west has been announced by Pete Woodhull, general sales manager of United Theatre Advertisers.

T. O. P. A. OFFICERS

Who Will Attend Meeting at Lampasas

The following are officers and directors of the State Theatre Owners Protective Association:

Roy L. Walker, president, Lampasas; O. A. Englebrecht, vice-president, Georgetown; Arthur A. Keys, vice-president, Quanah; Sam Hefley, vice-president, Cameron; Irving S. Melcher, secretary-treasurer, Dallas; Henry Reeve, Menard; O. B. Bridges, Houston; M. H. Gwynn, Terrell; W. G. Underwod, Dallas; C. H. DeWolfe, San Saba; W. J. Wooten, Canyon; W. A. Stuckert, Brenham; E. H. Patton, Kerrville; J. A. Lempke, Waco; L. C. Tidball, Fort Worth, directors.

T.O.P.A. Meet

(Continued from page 3)

form. Unless we keep our organization in working condition, we will catch the heavy end of the load. Make it a point to keep in close touch with the Senator and Representative from your district. If not personally acquainted with him, see that you meet him. Invite him to your show and explain in detail the financial condition of the Independent Theatre Owner. Get busy now to educate the members of the Legislature on the small amount of profit (if any) the little theatre owner is making. Write me if you can attend the meeting.

Very truly yours,
ROY L. WALKER.

SELLING SEATS FOR "VANISHING LEGION"



Above is a photograph of the kiddies who attended the Melrose Theatre in response to P. G. Cameron's attention-compelling campaign on "The Vanishing Legion."

Complete Satisfaction
Good Results
Assured Performance
and no worry go with
every Buffalo installation.

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PICTURES

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Every Circuit in Texas, Oklahoma and Arkansas is Playing these Pictures:

6 Hoot Gibson DELUXE WESTERNS

Produced by M. H. Hoffman, Jr.
Distributed by Monogram

1. "Clearing the Range"
2. "Wild Horse"
3. "Hard Hombre"
4. "The Gay Buckaroo"
5. "He Rides Alone"
6. To be Selected by Exhibitors.

8 Tom Tyler WESTERNS

1. "Partners of the Trail"
2. "Man From Death Valley"
3. "Two Fisted Justice"
4. "Galloping Thru"
5. "Vanishing Men"
6. "Honor of the Mounted"
7. "Man from New Mexico"
8. "Single Handed Sanders"

8 Bill Cody Andy Shuford WESTERNS

1. "Dugan of the Bad Lands"
2. "The Montana Kid"
3. "Oklahoma Jim"
4. "Land of Wanted Men"
5. "So This Is Texas"
6. "Law of the North"
7. "Mason of the Mounted"
8. "The Ghost City"

12 MIGHTY MELODRAMAS

1. "Ships of Hate"
2. "Mother and Son"
3. "In Line of Duty"
4. "Isle of Hunted Men"
5. "Klondike"
6. "Arm of the Law"
7. "Western Limited"
8. "Law of the Sea"
9. "Midnight Patrol"
10. "Police Court"
11. "Fatal Alarm"
12. "Forgotten Women"

4 Gibsons are Ready - 4 Tylers are Ready - 4 Bill & Andys are Ready - 3 Melodramas are Ready.

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THE PUBLISHER'S PAGE

ACTION---the Business Stimulator

AFTER talking pictures scored their first big hit with the public, interest in them began to lag because they lacked action; they were inanimate; they were punchless because of too much dialogue and too little of the quality that made motion pictures initially successful—ACTION. Today we find a condition in this business that is comparable. The aggressiveness that has always been this industry's chief characteristic has very markedly given way to passiveness. What action is noticeable seems to be laggard. Just as it was necessary to put ACTION into talking pictures so is it necessary to put ACTION behind the selling of the product that is being made and exhibited by this industry today. There has been entirely too much talk about bad business and too little action to improve it.

NO picture, no matter how good, puts itself over. It has to be SOLD and sold properly. In fact, the bigger the picture and the greater its entertainment value the more sales push it deserves. The showman, who has been following through on the old principles of selling the show or the angle in the feature that had the biggest public appeal, doesn't know that such a thing as red ink exists. While his brother exhibitor, who has been expecting the picture to sell itself on the merits a film salesman sold him on, is buying red ink by the pint bottle.

A VISIT with the editor of a theatre circuit house organ revealed many inexpensive showmanship ideas that are being executed by men with initiative and bringing in good returns at the box office. This editor declared to us, "The ideas aren't all new, they're old ideas redressed to fit the occasion. It doesn't matter if an idea for putting over a show is old or new, just so long as it gets results. But it is important to know how and when to adapt the old ideas to present day needs." He showed us quite a number of instances where just a little extra effort proved more than worth while.

EMPTY seats in theatres indicates a too-much occupied swivel chair in the manager's office. The boys, who stir their stumps and divert thumb-twiddling and bad times talking into ACTION, are doing good business with only fair product and great business with good product.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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Industry Behind M.P. Week

"UNION SUCKS LIFE BLOOD From Other Theatre Employees," Lightman Avers in Plea for "Fair" Wage Equalization.

New York — Charging that the union projectionists are "sucking the life's blood from other theatre employees," M. A. Lightman, M.P.T.O.A. president, has started his campaign for revision of employes' salaries "to effect a fair standard of compensation" for all theatre workers. The exhibitor leader will ask other showmen to join with him in the equalization drive.

Objective of Lightman's plan is a distribution of wages to theatre employes, under which operators and other highly-paid workers will agree to salary reductions which will be pro-rated among low-paid employes. He holds the present situation, which gives one class of employes a one-sided advantage over all others, to be unjust.

Lightman pleaded with exhibitors attending the recent eastern Missouri and southern Illinois convention to make an effort to induce the unions to reduce their wage scales. He said $210 of a $600 intake at one of his second-run theatres in Memphis was paid to union projection room operators, who work five and a half hours a day.

"In order to realize the thinnest possible profit," he said, "I have been forced to curb other expenditures. Is it fair to pay the operators $55 a week each, when the ticket girl is getting only $12? When the chief doorman, who has a family to support, receives $15? When another doorboy gets only $5 and the porter draws $12?

"The union scales were set when all theatres were making money, and now that the depression has struck they are unwilling to submit to a wage slice," Lightman continued. "Don't get the idea I'm opposed to organized labor. More power to it, I say, when it meets the situation. But as the union now exists, it is sucking the life's blood from other theatre employes."

A Bumper Indie Year

RKO Official Believes Cut in Exclusive Protection Days Will Aid Independents.

New York — Independents are on the threshold of a bumper year, Charles Rosenzweig, RKO executive, believes. Reductions in exclusive protection playing days reported being made by the larger circuits and distributors will benefit independent exhibitors and small circuits, he says.

Rosenzweig, returned from a coast-to-coast tour, told Film Daily that "the number of protection days allowed large theatres has been cut considerably in every city. Independents are on the threshold of a bumper year. What with playing dates moved up for them and the fact that factories all over the country are beginning to re-employ many workers, the outlook is indeed promising."

HI-LITES IN THE WEEK'S NEWS

New York—Approximately 12,000 wired theatres are in active operation in the United States, according to a checkup by RKO through its country-wide exchanges. A similar survey in Canada shows 499 sound houses now open.

* * *

Kansas City—Irate patrons of the Oak Park Theatre mobbed two union pickets on duty Sunday evening following explosion of a sulphur bomb in the auditorium. A riot call was turned in and the pickets rescued by the quick action of a dozen policemen.

* * *

Cleveland—J. J. Harwood, veteran exhibitor leader and president of the Cleveland M. P. Exhibitors Association for the past five years, died Thursday afternoon of a heart attack, while undergoing treatment at a local health club.

* * *

Chicago—"Shoot to kill" orders were issued by the police department following the dynamiting of the Easterly, north side house. The bomb, which wrecked the theatre, was the thirteenth such missile hurled in the Theatre-Union Labor war.

* * *

New York — ERPI and RCA have refused, in any way, to lower the costs of sound for producers and exhibitors.

BIG WAR-F. N. YEAR

Seventy Pictures For New Season

New York — Fourteen pictures are to be started at the West Coast studios of Warner Bros. and First National Pictures during the next two months, says J. L. Warner, vice-president in charge of production for the affiliated companies.

Four of these pictures are now under way, four are to start within a few weeks, and by December 1 twenty-one pictures of the seventy to be produced during the year will be completed and ready for release, Warner states.

KID FILM DEMAND

Ideal Pictures Also Have Adult Appeal

New York—Kid pictures are more in demand today than ever. Exhibitors seeing the trend are making this fact clear to producers, according to Claude C. Ezell, eastern general sales-manager of Warner Bros.-First National.

"One of the wants of today is the kid pictures that will bring the youngsters back into the theatre," said Ezell. "The ideal picture of this type is, of course, the one that also possesses attractiveness for adults in recalling their own youth. The hint we got regarding this with "Father's Son' is being strengthened since the production of our succeeding Tarkington picture, 'Penrod and Sam'."

"Her Cardboard Lover"

Culver City — "Her Cardboard Lover," it is announced by the Metro-Goldwyn-Mayer studios, will be the next Buster Keaton starring vehicle. Edward Sedgwick is directing.

Three For Arliss

New York — George Arliss, recently arrived from England, plans to make three new pictures for Warner Bros. before returning to England next summer. He will appear in one picture this fall and will make two more after Christmas.

Exhibitors Everywhere Indicate Desire to Co-operate in Move for Jobless Relief.

Theatres in all parts of the nation are united in a co-ordinated movement in all branches of the industry to put over Motion Picture Week, November 18-25, announced last week by Owen D. Young, chairman of President Hoover's Committee on Mobilization of Relief Resources.

Motion Picture Week was offered to Mr. Young, on behalf of the industry, by Will H. Hays, M. A. Lightman and Abram F. Myers, and in accepting it, Mr. Young paid high tribute to the industry and thanked it for the prompt and inspiring co-operation.

A desire on the part of theatre owners and exhibitors' organizations everywhere to co-operate is revealed. The National Committee, 32 district committees, the more than 400 city committees and special groups representing all branches of the industry stand ready to further the plans of National Motion Picture Week for the relief of the unemployed.

Under this plan theatres everywhere will co-operate with local agencies. Theatres will be used in non-performance hours for meetings, etc. Each theatre in the United States is asked to give at least one special extra performance. The proceeds from these performances will be turned over to local relief agencies for local use. The extra performance day will be designated by established District Committees as Motion Picture Day.

BOSTON TO AID

All Committees Meet to Map Plans

Boston—The third meeting of the Boston District Committee of the Motion Picture organization for unemployment relief, with Martin J. Mullin, chairman, and Secretary J. J. McGuiness in charge, was held at the headquarters of the Allied Theatres of Massachusetts on Friday afternoon, October 16.

Awaiting further instructions from the central committee, several ideas were talked over regarding the handling of the situation in Boston.

G. Ralph Branton has been chosen chairman of the Boston city committee and has appointed the following as members of that body: Victor Morris, J. J. McGuiness, Maurice Wolf, Stanley Sumner, Al Somerby, and Harry

(Continued on page 13)

Hoffman Visits Here: Discusses Westerns

Having practically fulfilled his promise to the trade to deliver six extraordinary westerns with Hoot Gibson this year, M. H. Hoffman, Sr., arrived in Dallas last week end for a conference with Joe Silverman, Bob Clemmons and Harry Silverman, Monogram executives in the southwest, bringing with him at this early date a well-advanced plan for a new series of Gibsons and also a series with another outstanding outdoor star which the Hoffman's also have under contract.

Mr. Hoffman made a special trip through Dallas on his way to the coast. He is the head of the company with his son, M. H., Jr., being the active producer. Mr. Hoffman was one of the original organizers of Tiffany. During this year the Hoffmans have made a release each for Universal, Tiffany and Paramount, same being "Mother's Millions," "Ex-Flame" and "Mad Parade."

The progress in production made by the Monogram offices in Dallas, Oklahoma City and Little Rock, was pleasing to the visiting producer, especially when he was informed by Joe Silverman that the Monogram product, including the Gibsons, has been sold to every circuit in Texas, Oklahoma and Arkansas.

TRIBUTE TO BRAY

Patron Likes Show in Gladewater House

Gladewater—Austin C. Bray, of the Ritz Theatre in this oil town is evidently filling the bill as a dispenser of good entertainment in his community. A woman patron wrote this tribute to the Ritz, which was printed as follows in the Gladewater newspaper:

"We sat, one evening recently, in the cool, modern domain of our new Ritz Theatre, and enjoyed a really good picture, losing ourselves to the idea that we were in Dallas in one of the big theatres. We are proud of your enterprise and public spirit, Austin—one of our boys—you're doing you bit toward making a city—supplying clean, wholesome amusement is as important as any other branch of human enterprise. 'All work and no play makes Jack a dull boy.'"

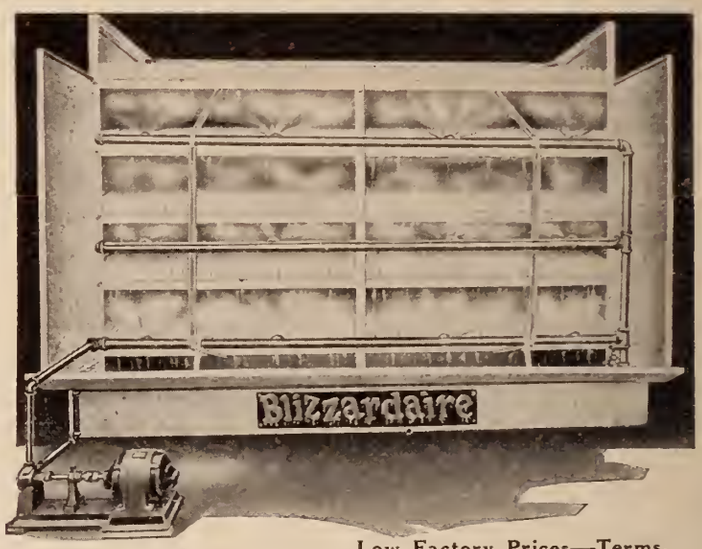
Ford Taylor, of the western oil fields at Big Lake, made one of his regular trips to Dallas first of the week.

Carl Allday, of Calvert, made a day of it Monday visiting the exchanges booking films and firing dates right back at the bookers.

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T. O. P. A. ISSUES BULLETIN

POSTER EXCHANGE

Lowman Runs White Poster Company

Having purchased outright recently the stock, good will, assets, etc., of the M. S. White Poster Exchange, 1801½ Commerce St., Dallas, Ralph Lowman has changed changed the name of the establishment to Dallas Poster Exchange. Since taking over the business he reports quite an added list of new and satisfied customers.



Ralph Lowman

Lowman is a former branch exchange booker, knows the ins and outs of the distributing game. He is a citizen of Dallas, is married, has a family, owns his own home and has a big car.

game. He is a citizen of Dallas, is married, has a family, owns his own home and has a big car.

Dallas Poster Exchange is filling orders complete except from one leading company. This restriction, however, put in force through the reason that this company has copyrighted all of its advertising, has caused no inconvenience either to the exhibitors or to the poster exchanges, Lowman said. Exhibitors send in their orders on this brand of pictures direct to this film exchange and send the balance of the order on other pictures to the poster exchange, effecting a substantial saving on advertising from month to month.

UNIVERSAL "JOBS"

Among the latest installations of Universal sound on film combined with the Operadio A.C. amplifier, has been announced by B. G. Herber, of the Photo-Talker Company, as going into the Texan Theatre at Lufkin, operated by L. M. Threet. Both Herber and Ed Rather, technician, left Dallas Tuesday to make the installation in time for Threet to open within the next few days. The Texan was closed down a few days ago in a brawl with exchanges and a circuit over a division of product. It is said now that Threet has secured pictures and that his house will reopen soon with new sound.

A Universal all A.C. system is also being installed in the Palace at Cleburne by Griffith Amusement Company, it is announced.

Judge Walker Presents Data of Value to Industry, Showman Believes; Annual Meeting in Lampasas November 30. . . . . .

THE following bulletin issued by Judge Walker was characterized by a Dallas showman Saturday morning as being the most constructive document ever issued from the headquarters of a theatre owners' organization. The exhibitor's comment was that Judge Walker already has a committment from light and power companies that rates for theatres will be reduced in a number of cases. The bulletin contains not only information on what the T. O. P. A. has already accomplished but also on what the organization is now doing and what it proposed to do in the coming months. The new department created to keep an accurate check on outstanding box office pictures, and those that don't stand out well, was another commendable step taken by the organization, as pointed out Saturday.

The bulletin is reproduced in full as follows:

Subjects

1, Power Rates; 2, Medicine Show Occupation Tax; 3, Tent Show Ordinance; 4, Outstanding Current Pictures.

Power Rates

In the past few weeks, I have been checking up on the question of power rates charged theatres, and I find quite a number of us are paying from 5 to 8 per cent of our gross receipts for power alone. I have been discussing the question with the Texas Power and Light authorities, and have secured an agreement that will enable us to materially reduce our power bill, especially during the winter months. I wish each theatre owner would immediately give me the following information: The amount of power you are now using, and how your rate is applied; especially setting out the amount you are paying and the number of horsepower or amount of load you are pulling; also what company you are dealing with. I believe that the average theatre is being charged more than any other industry using power.

Medicine Shows

When a Medicine Show comes to your town, see that they are required to pay the new occupation tax of $50 State, $25 County and $25 City.

Tent Show Ordinance

I have drafted a Tent Show Ordinance for the purpose of eliminating, to a great extent, Tent Shows. I would be glad for every member, who has in his town an ordinance of this character, to send me a copy of same. These ordinances will be in the very near future submitted to some of the leading lawyers of the State for their approval, and as soon as an ordinance is prepared that will stand in the courts, will send each member of our Association a copy for use in his town.

Current Pictures

It seems to me that a monthly bulletin should be furnished our members, giving to them the views of various members of our Association on pictures as they are played by each, so that we may know exactly what Texas patrons think of pictures we are showing. We base our judgment of pictures mostly on information received from paper reviews, or advertising furnished by the Distributor, and it is of very little use to the small-town Independent theatre owner, as we know numbers of pictures that are boosted high do not go over in our shows. This service will be of little benefit unless the members take an active part and furnish this office the desired information. If you will write me here at Lampasas each week as to what the people think of the picture played by you, I will be glad to get this information to all of our members in bulletin form. The following pictures have been represented to me as outstanding pictures:

"Smiling Lieutenant," Paramount; "Huckleberry Finn," Paramount; "Young As You Feel," Fox; "Caught Plastered," RKO; "Dirigible," Columbia; "Five Star Final," Warner; "Side Show," Warner; "Merely Mary Ann," Fox; "Monkey Business," Paramount; "Bad Girl," Fox; "Spirit of Notre Dame," Universal; "East of Borneo," Universal; "Star Witness," Warner.

The following pictures have been classed as satisfactory:

"Too Many Cooks," RKO; "Mad Moment," Fox; 'Smart Woman," RKO; "Fifty Fathoms Deep," Columbia; "Skyline," Fox; Transat-

(Continued on page 12)

BESTONE

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MOTOR GENERATOR

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AN ANSWER *to Ben*

Boston, Mass., October 10, 1931

Dear Mr. Shlyen:

Have just finished reading your article "Forward!!" IT'S GREAT! A few more similar articles may dispel this unnecessary pessimism and bring some of the "Powers That Be" to their senses.

With your permission I shall endeavor to answer the picture individual's indictment "and altogether without cause." His indictment may have been justified if he used the phrase "and altogether with cause."

The majority of the courageous fighters of yesteryear, the majority of the men who beat the Patents Trust, the majority of showmen who transformed nickelodeons into palaces are not in the business anymore and if they are they are very still —not because they want to be still—but—because they are not given the opportunity to yell.

I will agree with you that the men of yesteryear who are still in the business are too damned still for the industry's good—maybe they don't want to yell—maybe they fear the same fate of those who in the past "yelled and were heard."

And now you may ask—where are these men of yesteryear and why aren't they in the business any longer or if they are why aren't they amongst the leaders? They either are not amongst the leaders or they weren't wanted for the following reasons:

1. They weren't relatives or friends of the "Boss" or

2. They didn't belong to a certain clique, or

3. It wasn't a question of how much you knew but the question of whom you knew and how well you knew them, or

4. They wouldn't be "Yes Men" or

5. They really knew more than the man higher up and of course that would never do.

Many a man either in or out of the business to-day knows more about production-distribution and real showmanship than a lot of the present so-called "Executives."

These men cannot do the things which would be beneficial to the industry, because those on the outside are not allowed in—they know too much—and those on the inside either are not permitted to voice their opinion or are afraid to.

That is one of the reasons why this industry which at one time was the fifth largest in the world —is licked.

Do you mean to tell me that the motion picture business can be operated along the same lines as a chain grocery or drug store system? IT CANNOT!

Do you mean to tell me that a new man just entering the business either because his services are cheap or because he is a friend or relative of "so and so" can benefit the industry as much as a man who has been in the business since its inception or thereabouts? HE CANNOT!

*NOTE: *The Capitals and underscoring are Mr. Segal's*

hlyen's Editorial, "Forward!!"

I'm quite sure you will agree with me that a real showman is either born or has made show business his life's work. In order to be a showman the man must have that indefinable something which intuitively leads him to greater attainments, just like a great artist no matter whether that artist be a painter, musician or actor, etc.

Do you remember when one of the courageous fighters of yesteryear would start out bright and early in the morning with his hopes all gingered up expecting to land a nice, juicy order for a good starter—only to have the first prospect on his list drop a 200 lb. chunk of ice on his order? Of course you do.

That was one of the misfortunes of the brave.

Some of the big leaguers with highest batting averages walk up to bat with three men on bases, no outs, and eights innings to go; fully expecting to line out a "circuit"—then fan the first one that comes over the plate and have to stand for the joshing of 10,000 rooters.

Do these professionals lay down the bat and sidle off to the bench with their hopes all shattered when that crash comes—do they get sore at the pitcher and sling the bat on his bean just because he puts one over on them?

No. They close their ears to the howling masses, quickly forget the foozle, step right up to the plate with renewed determination and the bright and hopeful thought that "it only takes one to hit it".

Otherwise they would have remained in the class of bush-whackers and semi-pros.

The chilly mitt in the early dawn of a business day did not possibly change the selling value of the yesteryears' fighter's proposition—nor did it change him without his own consent.

When the day happened to start off with one of those cool receptions he just held a quick communion with himself and made up his mind that the fellow who rules his own spirit and refuses to take the count because of an unpleasant incident will eventually prove invincible in his purpose.

The biggest game that was ever pulled off has as a part of its record a lot of "fouls," "fans" and "fozzles."

There always was and will be, plenty of stalling, slipping, and skidding to keep us in the dumps but there is also enough faith, hope and optimism to supply the Universe—it only depends on the slant you get on life and business.

The point is, that your mental attitude is in your own keeping and that attitude determines largely the quality of your success and the success of the enterprise with which you are associated.

What a marvelous result would come from the old leadership if all or part of that old leadership was again conscripted for duty in the industry and permitted to lead the way.

I've been given to understand that you are one of the few fearless publishers we have in this industry to-day. Publish this letter. It might do some good.

Cordially Yours,

(*Signed*) HARRY SEGAL
President
BOX OFFICE ATTRACTIONS, INC.

ALONG FILM ROW

The Monogram Mighty Melodramas are coming through, according to the Dallas Monogram office with the announcement that the fourth release of twelve, "Forgotten Women," will soon be coming through. Marion Shilling was borrowed from the Pathe studios to complete the cast, which includes Virginia Lee Corbin, Edna Murphy, Carmelita Geraghty, Edward Earle and Rex Bell. Marion Shilling is regarded as one of the most promising fem leads in the business, having recently performed with both William Powell and Richard Dix. Richard Thorpe is director.

* * *

Al Wolf, owner and manager of the Texas Film Exchange, was successful in placing first run at the Old Mill in Dallas, the first new Richard Talmadge action picture, "Dancing Dynamite." The theatre billed the attraction heavily, the newspapers gave it extensive publicity as a new type of attraction, and resultant business was more than satisfactory, it is said.

* * *

Will Horwitz, prominent Houston exhibitor, who was in the limelight recently in his battle with Publix, et al., is now in the midst of a skirmish in the radio arena in Mexico. A news dispatch from McAllen says that a move was under way to prevent the removal of radio station XED from Reynosa to Monterey, further to the interior, as planned by Horwitz, head of the International Broadcasting Company, operators of the station. A lottery is said to be conducted by this station under rights from the Mexican government.

* * *

A brand new, sparkling Neon gas sign has been installed at the Film Exchange Cafe, by "Pete the Sap," proprietor. Every day Pete is becoming a bigger and better showman.

* * *

L. C. Baxley, Universal manager in San Antonio, was in town Monday mingling with exhibitors attending the Allied convention and getting more dope from headquarters on "The Spirit of Notre Dame," which Universal seems to have tied up in the bag as surefire.

* * *

Morris Schulman, of Bryan, one of last week's visitors, still isn't bragging about all the money he is making at the Greater Palace, but insists that A. & M. College has a crack football team.

* * *

The Empire in San Antonio, first run independent house, has gotten off to a flying start, according to trade reports, under the able management of the well-known J. E. (Uncle Joe) Luckett, former exchange manager, and his conferees. The big house is well fortified with a strong line of first runs, enough to last for many months to come, it is said.

* * *

The M-G-M selling force is due in town for the week-end to meet with T. J. Connors, general sales manager, and C. E. Kessnich, district manager. Policies regarding the present selling will be thoroughly discussed, it is said.

* * *

Spanish dialogue pictures will soon be inaugurated by Hall Industries in their second string of houses in Kingsville and Beeville as an experiment. Their first buy took in the M-G-M Spanish dialogue films.

* * *

Steve Stein, former film salesman, but now very much an exhibitor in his own right at La Leria, Texas, has changed the name of his handsome little theatre fro mthe LaFeria to the Bijou.

* * *

S. R. O'Keiff, well-known screen advertising man, has arrived in Dallas to establish district headquarters for the Theatre Service Corporation. His home address is 4032 Hawthorne street. An office may be opened later, he said.

Frederick Assigned

Hollywood — Pauline Frederick has been signed by Paramount for an important role in "Wild Beauty," Nancy Carroll's forthcoming starring picture which will be filmed at the New York studio of the company.

T.O.P.A. Bulletin

(Continued from page 9)

lantic," Fox; "Brat," Fox; "Public Defender," RKO; "Modern Age," Metro; "Fanny Foley Herself," RKO; "Sidewalks of New York," Metro.

I expect to get out next week a bulletin outlining various means of stimulating business by special sales of tickets and various stunts put on to awaken interest that we have been using in our theatre, and that other members of our Association have told me about. If you have been putting on any special stunt that has gotten results, write me.

In my study of the theatre conditions during the past few months, at a time when we were all fight-for existence, it is my opinion we are not so much in need of cheaper pictures, as we are in need of BETTER pictures. I will welcome any suggestion from any member of our Association along these lines.

Look out for the next bulletin, as it will give an outline of various things we expect to discuss at our annual meeting.

Write me whether you can attend, as soon as you make up your mind. Yours very truly,

ROY L. WALKER, Pres.

(P. S.) Address all mail to me at Lampasas.

After Bombers

Chicago — Orders to "shoot to kill" were issued by the police department last week following the bombing of the Easterly, Northside house, which was wrecked by a powerful dynamite bomb. This was the thirteenth bomb in the movie war. Unless violence ceases, drastic police powers will be invoked, according to Mayor Cermak.

NEW GIBSON FILM

"He Rides Alone" Now in Production

Harry Silverman, of Monogram, received word from the coast Monday that the fifth Hoot Gibson special is now in production, titled, "He Rides Alone," the story of course being by no other than Peter B. Kyne, the narrative having recently been run in Cosmopolitan Magazine.

Monogram officials in Dallas are highly elated over the steady delivery from M. H. Hoffman, Jr., on the six Gibson de luxe westerns. The first was "Clearing the Range," the second, "Wild Horse," and then followed "Hard Hombre" and "Gay Buckaroo" even ahead of schedule. Now, the fifth will soon be here.

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This is News!

SO much agitation has been caused by "substitution" that it ceases to be news when exhibitors complain that producers substitute qualities lower than the outline of the product in their contracts. But when exhibitors commend a producer for substituting better quality in story, stars and production, giving super box-office product in place of lower quality previously sold and making no increase rental demands, that is news!

The case in point is that of Warner Bros. They have been using the slogan, "More than your contract calls for," and a check up of the facts seems to back up this claim. Here is the evidence: For "Night Nurse" they secured the starring services of Barbara Stanwyck and Clark Gable, making this a stronger attraction; for "Bad Women" they substituted 'The Maltese Falcon" with Bebe Daniels; "The Idol" was replaced with "Smart Money," starring James Cagney and Edward G. Robinson; George Arliss in "The Millionaire" replaced "The Matrimonial Bed"; "The Public Enemy," which gave the trade a new star in James Cagney, was substituted for "A Husband's Privileges"; and Constance Bennett in "Bought" replaced "Both Were Young." All of these substitutions" have proven themselves to be exceptional box-office attractions.

Judging from the exhibitor endorsements of this Warner Bros. policy this company has earned a great deal of good will.

—BEN SHLYEN.

Motion Picture Week

(Continued from page 7)

MacDonald. They are to meet on October 20 to further discuss the Boston situation and methods to be used to produce the greatest cash return, subject to the approval of the central committee.

The following city chairmen have been temporarily selected for the cities named with instructions sent them by the secretary of the district committee to appoint and set up their local organizations which in return will function in their territory and report back to the district committee: Boston, G. Ralph Burton; Worcester, Thomas Meighan; Providence, Ed Fay; Springfield, E. A. Cuddy; Fall River, Nathan Yamins; New Bedford, Maurice Simms; Lynn, Myron Shelman; Lowell, Mark Gates; Lawrence, Max Mellincoff; Quincy, Fred Murphy; Portland, Al Moreau; Malden, George Ramsdell; Holyoke, C. W. Rackcliffe; Pittsfield, Claude Fredericks; Woonsocket, J. Borenstein; Everett, W. J. Kelley; Lewiston, Me., C. K. Connor; Cambridge, Stanley Sumner; Keene, N. H., P. Latchis; Burlington, Vt., Larry Carroll; Newburyport, Paul W. Wenzel; Portsmouth, N. H., Frank Hollis; Concord, N. H., Frank Eldridge; Bangor, Me., James Russell; Augusta, Me., William Williamson; Newport, R. I., William Dugan; Nashua, N. H., Mort Shea; Haverhill, F. Brody; Taunton, J. Jolsen; Rutland, Vt., Tom McKay; St. Johnsbury, Vt., E. Croiz; Bellows Falls, Vt., G. Croiz; Fitchburg, E. Hurley; Brockton, Joseph Cahill.

Members of the committee are enthusiastic over the plan to aid the unemployment situation and are giving freely of their time to the mapping out of the campaign which is planned to be one of the biggest drives for a worthy cause that was ever put over in this territory.

McLaglen Cast

Hollywood — Victor McLaglen has been assigned to a leading role in "Circumstances." Linda Watkins has the feminine lead.

NO CLEVELAND PLAN

Industry to Follow District Committee Plans

Cleveland — Cleveland theatre owners have not yet been officially informed of the National Motion Picture Week plan, November 18-25, as announced by the Hays organization as a move in co-operation of the national relief plan as outlined by Owen D. Young of the Hoover Committee on Relief.

Whatever plans for National Movie Week are made will be executed through the zone relief committee of which Fred Desberg, general manager of Loew's, Inc., is chairman.

TEXAS IN ACTION

Exhibitors Back at Motion Picture Week

Dallas—Co-operating with Hoover's unemployment program now prevailing in Texas, a general committee meeting was held in Austin, Friday, when many lines of industry, including films, were represented.

The Texas district film relief committee, following Owen D. Young's announcement that the Hoover national committee had accepted the Will Hays National Motion Picture Week plan for unemployment relief, functioned quickly for the Austin meeting and delegated Jeff Strickland, of San Antonio, to attend the session and to speak for and represent the picture business in this state.

Some 200 prominent Texas industrialists gathered in Austin at the call of Governor Sterling and Capt. J. F. Lucey, Hoover's relief man in this territory.

A definite plan for general unemployment, in which the film business will take an important and very active part, was expected to be the chief result of the Austin confab.

As previously reported, the film business in Texas has been thoroughly organized through various committee formations to act quickly and effectively in any emergency unemployment situation, and to steadily work for a general betterment of business conditions throughout the southwestern area.

NORTHWEST READY

Minneapolis Territory Relief Plans Formulated

Minneapolis — The Northwest district committee for national unemployment relief is in hearty accord with the Hays' National Motion Picture Week plan for unemployment relief and is confident that there will be an enthusiastic response to the proposal by exhibitors throughout the territory.

At a meeting of the committee, held in Minneapolis Saturday, plans were formulated to co-operate with the national group to the fullest possible extent. Details of the program to be followed will be worked out during the next few weeks. Exhibitors then will be notified of the steps to be taken.

Committee members predict that Northwest exhibitors will fall in line 100 per cent to do their bit to aid the needy unemployed and, at the same time, stave off a sales or admission tax.

A huge drive to sell tickets for the relief performances will be launched by the Northwest committee and the sales' drive will be carried to every part of the territory, according to present plans.

"The Hays plan sounds good to me," said Morgan Ames, RKO Orpheum district manager and a member of the committee. "I am certain it will meet the approval of chains and independents alike and all will do their share to make it a success. The necessary co-operation is sure to be forthcoming because the Northwest is ready to do its part. This plan gives everybody a chance to participate. The industry, as a whole, will receive due credit for it. It seems the only way to do our bit. I anticipate enthusiastic adoption of the plan."

Mrs. Mable L. Dietz, secretary of the Minneapolis Film Board, expressed enthusiasm over the plan. Immediately upon notification of its acceptance by the Hoover committee she called a meeting of the Northwest theatrical committee.

In addition to Mr. Ames, the committee includes W. A. Steffes, Theodore Hays, Hans Peterson, Bennie Berger, Otto Raths, Benny Ruben, C. A. Roeder, Charles Lee Hyde, H. B. Johnson and Jack Lorentz. Mr. Ames represents the RKO chain and Mr. Hays the Publix. Exhibitors are represented by Messrs. Peterson, Berger, Raths, Hyde and Ruben; distributors by Messrs. Roeder, Johnson and Lorentz..

PLANS FOR DENVER

Several Benefits Held; Others Scheduled

Denver—Local theatre men and exchange managers are going to co-operate to the fullest extent with the Hays' National Motion Picture Week plan for unemployment relief. It has been decided that in most cities in the Denver

(Continued on page 15)

Films Foretell World Conditions---Brandt

Motion pictures serve as a barometer to world conditions, is the opinion of Joe Brandt, president of Columbia Pictures. Basing his conclusions upon an observation of the trend of films over a decade, Brandt predicts that the depression is nearing its end and that a bright future is in store.

"Many persons feel that pictures tend to incite conditions," Brandt stated. "From careful study, I am inclined to take exceptions to this view. I believe that they forecast coming events. When a group of men make a business of entertaining and amusing the great public, and invest large sums of money in their enterprises, they are pretty sure to safeguard themselves by foreseeing what will hold public interest in six months or a year to come.

Industry Foresees Events

"As president of a producing organization, I have analyzed the industry and in every instance have discovered that the films have indicated general conditions several months in advance. The much-discussed gang and crime pictures preceded a wave of lawless acts performed, not by amateurs who might have got their ideas from the films; but by clever, organized crooks, who must have been planning their raids upon society for months before the acts were committed.

"It is but natural that the film industry with its branches and tentacle organization reaching into the highways and byways through the thousands of motion picture theatres should sense events and intuitively grasp the facts that will be holding public attention weeks in advance.

Trend Toward Cheerfulness

"At the present time the trend of films is in a lighter vein. A cheerful note is being struck, a tone of optimism that is contagious. This indicates happiness and cheer, the buoyancy that comes through contentment and prosperity."

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(Chapter Three)

"DRAMA"

DRAMA, the unfolding of a cross section of a character's life, may be called the backbone of motion picture entertainment. Not only is every other type a branch of it, but in those types it stands as their foundation. Consider the comedy which, in popular conception, has come to stand for the opposite of drama. The purest comedy production embodies a story which leads to a crisis, termed by the public a "dramatic moment," in that it depicts the emotions of a person in a decisive situation, although the situation may bring laughs to the audience.

We will approach the dramatic production with the popular view —that it is a production containing many tense moments; one depicting the life of a character and unfolding the trials and joys of that character through emotional situations in which decisions relating to our character's destiny must be made.

Make 'em laugh or make 'em cry and your audience will like your picture—is a well known fact. The comedy will make them laugh and the drama will make them cry. So, a properly exploited dramatic production will react the same way as a comedy sensation.

The public does not like to be told in brutal phrases or brutal punch lines that it is a heavy dramatic production. Too often such announcements savor of a gloomy and too serious vein and lends an atmosphere which creates the thought in a patron's mind—"I have enough sadness and stark reality every day. When I go to a picture, I want to be amused and want to laugh." Avoid this by all means. Amusing folks is our stock and trade.

The majority of our public will respect a production of a dramatic nature more than any other type of picture. For that reason misrepresentation will not be tolerated. Do not use a bunch of hokum your patrons will not find on the screen. Drama is as much in demand as comedy and there are as many followers of drama as of any other type of production. Don't for a few extra dollars you might gain at the box office, run the chance of forgetting your clientele interest by misrepresenting the type of your production in your advertising and publicity.

One of two features predominate in the dramatic production. Either the star is recognized as a dramatic success or the story is well known as a dramatic masterpiece, or possibly there is the combination. On these features must we depend for our advertising angles. Although we build on the strength of the star's reputation or the story's reputation, the public should ge given a wide range of imagination as to what the star does and the story contains.

Let's now get to work and exploit Columbia's "The Dreyfus Case."

Upon receipt of play date, we secure free of charge a press book. Here's where the press book is one of the greatest gifts to the exhibitor and here's where the producer assists the exhibitor in a way that money cannot buy. In a dramatic production it is absolutely necessary that we explicitly follow the advice of the press book. Examining this press book and reading the publicity stories and facts of this famous case, we appreciate the amount of effort on the part of the producers. We realize also that every word is an actual fact, and with that knowledge, we are carefully guided by what the press book says. Our conclusions are as follows:

The feature highlight in this production is the Dreyfus case itself. Here we have a story based on the internationally-historical story that startled the world. Because of the importance of the story and its name, so well known to every man, woman and child, we plug the name of the story. It also contains a strong love theme, for woman appeal, and it further contains an answer to injustice, prejudice and conspiracy. We, therefore, decide to follow them in order. First, the story itself, the greatest espionage case; second, the love theme, and third, justice's triumph.

We do not overlook the fact that the picture's historical facts will interest school children and make a strong appeal to intellectual audiences; likewise its legal angle will whet the interest of attorneys and men at law.

With these thoughts in mind and sticking closely to the authenticity angle of the story, we begin billing the picture as "The Dreyfus Case," in which Georges Clemenceau and Zola participated.

Newspaper—Two weeks before play date our newspaper cooperates with us by having the leading scholar or professor of literature of our High School write an essay on the Dreyfus Case. Stories are planted daily by leading attorneys and leading journalists on this famous case. Photographs of Dreyfus are used. We strive to give as much publicity to what is the Dreyfus Case and arouse the curiosity and interest of the public through the idea that the picture presents the facts of the famous case. We take for our teaser campaign in advance the punch line "The REAL FACTS of the Trial that Shook the World." We plug away on the idea that our picture is not just a story, but actual facts.

Radio broadcasting—Because of the unusual nature and type of picture, we are successful in receiving much free publicity from our local station. In turn, we advertise the hours of broadcast in papers, on our screen and in our lobby.

Private showing — We arrange for a private invitation screening, inviting only a few selected guests, representing the newspaper, colleges and schools, better films committees, attorneys and judges. We get their reaction for use in our advertising. This paves the way for good recommendations, by means of letters or cards.

Theatre front—We play up our theatre front with strong catch lines using enlarged letters of those we receive from our screening and enlarged newspaper reviews. We try to use a dash of the Devil's Island atmosphere showing Dreyfus looking through the prison bars. We have large cutouts of the title and "The Real Facts of the Trial that Shook the World" headed with a large cutout "At Last—The Dreyfus Case." We arrange special one-sheets using the punch lines "A love story that creeps into your heart." "Drama that sets every fibre atingle," "The scandal that enraged the human race," etc. We use the line "It is a heart-breaking Drama and magnficent Love story."

School and college tieups—We circularize every school teacher and college professor, every organization and educational board on this production. We start a contest through the assistance of the schools for an essay on the Dreyfus Case. We turn this into a historical and educational idea, in order to reach and interest the schools.

Attorney tieup—We circularize every attorney and city official from the legal angle, banging on the idea that this is the greatest case in the world and it is worthy of their support and patronage.

Library tieup—We place a complete display on the Dreyfus Case in the library and have the librarian suggest books on the Dreyfus Case and by Zola, the writer.

Book stores—We are given every cooperation in good window displays on the strength of the books available on this case and books by Zola.

Bookmarks—We print a large amount of bookmarks, on which we offer a list of books on the Dreyfus Case and distribute same throughout schools, libraries and book stores.

Special booklet—We get up a small special booklet which is written with a view of playing up the woman's angle in this picture and we arouse the curiosity of the women by depicting in it some of the tortures Mrs. Dreyfus suffered while sacrificing herself for the one she loved. We give historical facts, dates and a short synopsis of the story in it. This booklet is distributed throughout town.

Tabloids—Because of the interesting tabloids issued by the producers, we buy enough and distribute them to schools, colleges, office buildings and homes. These tabloids are of extreme importance and we distribute them five days in advance of play date.

Liberty Magazine tieup—By the producers tieup with Liberty Magazine, the carrier places a tabloid insert in each magazine, in return for which we give the boys a free show.

Tropical Lobby Ballyhoo

WARNERS' "The Road to Singapore" is laid in the tropics. Convert your box-office into a thatched hut similar to those used by natives in tropical countries. Cocoanuts are inexpensive. Get a box of them and strew them around the lobby. Run streamers across your lobby with ferns or some other kind of foliage dangling from them. It would also be advisable to dress up a couple of ushers as natives and have them beating tom toms in the outer lobby.

PROTECTION, ZONING O.K.

Distributors Refusal to Sit In on Negotiations Will Have Little Effect on Existing Arrangements, Checkup Reveals . . . . . .

Refusal of distributors to sit in on negotiations for the setting up of uniform protection and zoning plans pending the outcome of suits attacking the legality of the uniform plans will have little or no effect on zoning and protection arrangements now in existence insofar as Independents are concerned, according to a survey of widely-separated territories by Associated Publications correspondents:

NOT WORRIED

Pittsburgh Indies Frown on Zoning, Anyway

Pittsburgh — Exhibitors and M. P. T. O. organization officials here are not worrying about the refusal of distributors to sit in on negotiations for a uniform protection and zoning plan, they declare.

Independent operators of theatres refused to negotiate with representatives of the Warner circuit when the question was before them over a year ago. Many efforts were made to get together, meetings were scheduled and committees were appointed. After several months, during which time the independents ignored the joint conferences, an exhibitor committee was finally sent to meet with Warner and Loew officials at the office of the Pittsburgh Film Board of Trade. Negotiations didn't last long, however, as the indies walked out in disgust.

National distributors withdrew from joint conferences last week pending a suit attacking the legality of the plan.

Motion Picture Week

(Continued from page 13

territory it will be a Saturday midnight preview with receipts to be turned over to the local unemployment relief committee. Meetings have been held locally, but the date has not been set.

Harry Huffman is the chairman, and Duke W. Dunbar, secretary of the Denver Film Board of Trade, is secretary. Committees have been appointed in every town and city in this territory that has a theatre. Several theatres have alrady held benefits and will hold others.

LITTLE N. O. RELIEF

City Cares for Jobless by Unique Methods

New Orleans—Film interests in this city are willing to co-operate in any proposition where actual need is stressed. None exists in New Orleans—at present, in the past or as far as can be ascertained in the immediate future. New Orleans is not a manufacturing center; the unemployed are taken care of by the Welfare Committee, the Community Chest and the city of New Orleans itself.

A fund has been raised—a 10 per cent of all city and parish (county) public officials' salaries, which cut will in all probabilty continue indefinitely. Consequently New Orleans has not suffered or will not this coming winter and the assistance of the various film theatres will not be required.

(Continued on page 18)

PROTECTION HURTS

Cleveland Showmen Confer With M.P.P.D.A.

Cleveland—The zoning committee of the Cleveland Motion Picture Exhibitors Association is in New York at the invitation of the Hays organization, to discuss the local protection situation which, subsequent-run exhibitors claim, is seriously injuring their business.

Cleveland exhibitors are in favor of an equitable zoning plan. While in New York recently, J. J. Harwood, president of the Cleveland Exhibitors Association, conferred with Gabriel Hess on this matter, with the result that Dave Palfreyman, Affiliated Theatres representative, came to Cleveland to find out just what was needed to clear the local atmosphere. When Palfreyman returned to New York, he took with him two plans which had been drafted by the zoning and protection committee.

The submission of these plans resulted in calling the members of the committee to New York for further conferences, which are now in progress. The members of the zoning and protection committee who left Wednesday for New York are Myer Fine, chairman; M. B. Horwitz, and P. E. Essick.

Zoning has been out in Cleveland for the past two years. Since then each distributing company has negotiated its protection program on an individual basis. Exhibitors now want a uniform protection plan based on admission prices.

DALLAS SATISFIED

No New, Unreasonable Protection Demands

Dallas — Refusal of the distributors in the Dallas territory, through their mouthpiece, the Dallas Film Board of Trade, to sit in on any sort of negotiations for uniform protection or zoning plans, has had little or no effect on the present setup for alloting play-dates, it is gathered from an investigation of the situation in this marked area.

Last year, an effort on the part of the Film Board to put through a definite zoning plan, met with severe opposition from Will Horwitz, of Houston, and was treated with indifference by Colonel Cole and his Allied supporters. It followed, however, that a plan was adopted between distributors and a scanty representation among the exhibitors. Nevertheless the plan was put to work, over the terrific howl of Horwitz, and at the present time the plan is still working and now at the satisfaction of Horwitz, he having recently been reported to have buried the hatchet with Publix.

ORAL PROTECTION

Denver in Gentlemen's Agreement

Denver — The zoning arrangement in the Denver territory consists of only a sort of gentlemen's agreement that is lived up to in most cases, but not always. It gives first-run houses from 45 to 180 days' protection. There has been no move made to enforce any particular protection arrangement and very little trouble has resulted from the present plan. The subsequent-run houses realize that the first-run theatres are entitled to some sort of protection and the plan is working fairly smoothly.

NORTHWEST WAR

Zoning and Protection to State Commission

Minneapolis — The Northwest unit of Allied States is more determined than ever to carry its fight against zoning and protection to the state railroad and warehouse commission and, if necessary, to the state legislature now that distributors have refused to sit in on negotiations for uniform protection and zoning plans.

At its recent Minneapolis convention the body, representing independent exhibitors, decided to appeal to the state commission to take action against zoning outside the Twin Cities. There has been no formal move yet, but it is expected the latest development will stimulate the committee in charge to action.

If the state railroad and warehouse commission decides that it cannot act or refuse to issue any order to the distributors to desist from zoning and protection in cases where it is particularly objectionable, Allied officials intimate that they will bring the matter before the state legislature at the next session.

They declare they will seek enactment of a bill which will, in effect, place independent exhibitors in an equally advantageous position with the chains in the matter of release dates and bookings.

At the Minneapolis Allied States' meeting, several Wisconsin exhibitors present explained how, in the Badger state, independents have lined up the state railroad and warehouse commission on their side and put a halt to unfair zoning.

N. O. SETUP OKEH

Few Complaints Against Existing System

New Orleans—It is pretty well understood that the distributors and various managers, both affiliated and independents, are in accord with the present protection plan in this city, though it may look unjust to a degree.

Up to a year ago considerable strife existed between these two classes and several meetings were called to organize the independents, not only in this city but the entire state as well. Nothing came of it, as the new organization "did not stick," and the "independent" organization of exhibitors is but a memory and a shadow, though meetings are held occasionally.

OMAHA IS PLEASED

Indications Point to Continuing System

Omaha—As uniform protection and zoning has been established in the Omaha territory since August 14, 1930, there are no indications at present that the distributors will refuse to sit in for further negotiations, according to the statement of several exchangemen.

It is conceded that if the distributors had not been willing to sit down with the theatre owners and plan out a zoning and protection arrangement, it would have resulted eventually in disputes and litigations.

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

Further Service Fee Reduction is Sought

Further reductions of service charges of ERPI and RCA-Photophone are sought from the scale agreed to last spring by the two companies at the insistence of representatives from M.P.T.O.A. and Allied States Association. Report is current that further attacks upon these service charges are being contemplated.

Units of both national organizations are asking for new cuts on service charges, contending that the constant repairing and emergency calls necessary when sound first came into vogue are things of the past, so that maintenance cost has been greatly reduced.

The recent convention of the Northwest Allied exhibitor unit at Minneapolis devoted considerable time to a discussion of lowered service charges. The Mount Clemens convention of the Michigan Allied group, held simultaneously with a national meeting of the Allied directorate, demanded lower service charges as did the meeting at St. Louis of the M. P. T. O. of Eastern Missouri and Southern Illinois. Service charges also were discussed at the Pittsburgh meeting of the M. P. T. O. of Western Pennsylvania and West Virginia, an Allied affiliate.

Weather at Cost-Per-Seat

Installation of air conditioning equipment designed to provide comfortable weather throughout the year, regardless of the size of the house, is offered on a cost-per-seat basis by the Tiltz Engineering Company of New York.

35 MM. PORTABLE

Universal Claims It Has Many Advantages

A portable sound-on-film machine for the projection of 35 mm. film is being offered by the Universal Sound System, Inc., of Philadelphia and New York.

Among the attributes to the machine the company lists low cost, easy operation, no installing, sound-on-film, full A. C. Amplification, no batteries, dynamic speaker, total weight of 82 pounds, cost of $995 f.o.b. Philadelphia and a 9x12 ft. picture at 60-75 ft. throw.

ALL-METAL SCREEN

Makers Claim Absolutely Fireproof

A new all-metal screen has been installed in the Metropolitan, Boston. This screen is the product of the Whiting & Davis Co. of Plainville, nationally-known makers of ladies' mesh bags. The screen is made up the same way that these mesh bags are fabricated, with millions of little aluminum squares linked together so that the whole fabric is flexible.

This is claimed to be one of the first absolutely fireproof sound screens to be put on the market.





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¶ Far exceeding the quota in volume of sales on Steel Furniture Theatre Chairs, during the past year, National now leads the industry in seating installations. By reason of large production and full-time factory operation, the manufacturer is now able to cooperate with us in offering unparalleled value. This, with our most liberal time payment plan should interest you in comfortably reseating your theatre NOW. Latest samples are on display at all National Stores. Come in and see what your "chair dollar" will buy today.

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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Fanny Foley Herself

RKO-Radio—72 Minutes

Cast: Edna May Oliver, Hobart Bosworth, Florence Roberts, Rochelle Hudson, Helen Chandler, John Darrow, Robert Emmett O'Connor, Harry O. Stubbs. Directed by Mel Brown.

Production in 100 per cent Technicolor and enhanced by a good story, splendid cast and excellent direction, this film should spell box office in a big way. The picture has everything to make it a really worthwhile production and there is no reason why it shouldn't send everyone out of the theatre with a happy smile. Edna May Oliver as "Fanny Foley Herself" gives the topnotch performance. Hobart Bosworth fits his part perfectly as the wealthy grandfather who wants to make Fanny's fatherless daughters his heiresses if the mother will leave the stage. The love interest is furnished by Rochelle Hudson (what a beaut!) and John Darrow, who has good looks, too! Helen Chandler plays the part of the other daughter who is snobbish.

SELLING SEATS: Sell Edna May Oliver, who was such a scream in "Cimarron" as Mrs. Wyatt, the town gossip. Play up the mother love interest and feature the fact that the production is all new Technicolor.

Skyline

Fox—68 Minutes

Cast: Thomas Meighan, Maureen O'Sullivan, Hardie Albright, Myrna Loy, Sammie Fields, Donald Dillaway, Jack Kennedy, Alice Ward, Sam Godfrey, Dorothy Peterson, Robert McWade. Directed by Sam Taylor.

Human interest story of youth brought up on a barge on the East River who got an inspiration to build skyscrapers from his daily observation of their erection from his river home. Hardie Albright as the boy fits into the part nicely and Thomas Meighan as the architect who makes a protege of him and afterwards discovers he is the boy's father does exceptionally fine work.

Maureen O'Sullivan as the girl furnishes the feminine end of the romance and Myrna Loy in a vampish role is well cast. Good direction and fine photography make this good popular entertainment that will get over anywhere.

SELLING SEATS: Plenty of good names to sell in this one. Tie up with building concerns and architects. Get photograph of New York skyline and display in some prominent place, offering prizes to ones who can give name and height of most of the buildings in the picture.

Convicted

Artclass—63 Minutes

Cast: Aileen Pringle, Jameson Thomas, Harry Meyers, Dorothy Christy, Richard Tucker, Wilfred Lucas, Niles Welch, John Vosburg. Directed by Christy Cabanne.

Here is an independent production that would make any producer proud to put their trade mark on. A swell murder mystery that is entirely plausible from beginning to end with the situations unfolding as the story goes on in a true to life manner. The action all takes place aboard an ocean liner and the direction by Christy Cabanne could not have been better.

In action and dialogue it has plenty of the former and not too much of the latter which makes it comparable to any like film in the days of silent pictures.

The cast was well chosen and handle their roles under the directorial guidance of Cabanne in a manner to make this a highly entertaining production.

A card game on shipboard, the finale of which witnesses a lot of threats and sore-headedness, after which a murder is committed and suspicion shifts from one to another until the real culprit is brought to light by a famous criminologist who happens to be a passenger on the ship.

SELLING SEATS: Star has name value to be sold. Title lends itself to good teaser campaign.

New Adventures of Wallingford

M-G-M—94 Minutes

Cast: William Haines, Ernest Torrence, Leila Hyams, James Durante, Guy Kibee, Robert McWade, Hale Hamilton, Clara Blandick, Walter Walker, Henry Armetta, Luck Beaumont. Directed by Sam Wood.

George Randolph Chester's famous characters brought to the talking screen with all the fervor and pep contained in his stories and a cast of well chosen performers to bring this characters out in the finest manner. William Haines as Wallingford who dabbles in country real estate getting the natives to subscribe to his project and when he falls in love with the daughter of one of his shareholders he decides to go straight and return the money he has taken from them, when suddenly the land assumes real value and a happy climax is the result. Ernest Torrence as "Blackie" Daw is perfect in the part and James Durante as Schnozzle furnishes most of the comedy as only one of his capabilities can. When all is said you can chalk this one up as another winner for M-G-M and if you don't play it you're passing up one of the best bets this season.

SELLING SEATS: Tie up with the book stores on Chester's stories. Play up the main characters and don't miss the name of Jimmy Durante. Get out a real estate prospectus with the request at the end to call the theatre telephone number for further particulars.

Shanghaied Love

Columbia—67 Minutes

Cast: Richard Cromwell, Noah Beery, Sally Blane, Willard Robertson, Sidney Bracy, Dick Alexander, Edwin J. Brady, Erville Alderson, Jack Cheatham, Lionel Belmore, Fred Thomas. Directed by George B. Seitz.

Richard Cromwell, the youth who was convincing in his first dramatic role as "David" of "Tol'able David," scores again in a thrilling romance and adventure sea story of clipper ship days. He is given splendid support by Noah Beery and Sally Blane. Beery as the villainous captain of a clipper ship, is feared and hated in every port. In the midst of this hell lives Mary (Sally Blane), supposedly Beery's daughter, but really the child of the man he betrayed and who is now on the hell ship for revenge. A young sailor (Cromwell) senses the girl needs a defender, signs as one of the ship's crew in order to win her love and save her from Beery's villainous plot to marry her to his first mate. Some terrific fights and plenty of thrills are seen, but the heavy moments are relieved by timely humor. The picture is satisfactory and should please any audience. Kids will eat it up.

SELLING SEATS: Play up the leads in the cast. Use cutouts of ships in your lobby or dress your lobby in a nautical manner. A ship mounted on wheels driven through the streets should make an effective ballyhoo. Boys will be interested in a ship model contest.

SHORT SUBJECTS

Slow Poison

RKO-Pathe—20 Minutes

Here is a real amusing comedy for the Jimmy Gleason and Harry Gribbon fans. Gleason is especially good as the manager of Ham Hand, the dumb fighter of Rufftown, played by Gribbon. Stale Annie stands in the way of Ham's success, so the mayor and Jimmy try a kidnapping stunt before the big fight. Annie comes back in time to see her "boy" knocked out and does a bit of knocking on her own account. This one should please the majority.

Up Pops the Duke

Educational—20 Minutes

This one features George Chandler who disguises himself as a duke in order to take the place of the Grand Duke who is unable to attend a dinner at his sweetheart's house. Surprise of surprises come when Joe, a slick crook, has the same idea. He pulls off George's whiskers and then the real Grand Duke arrives. Your audience will go wild at the finish of this. Such hilarious laughter you never heard before when some laughing gas is let loose.

More Gas

Paramount—9 Minutes

This one is a scream. Solly, accompanied by his wife, visits the dentist. Wifie and the dentist find they are old friends, so while Solly is under gas the wife and the dentist do some love-making. Meanwhile, Solly, under the influence of gas finds himself in a pleasant situation with the nurse. When he wakes up and realizes it was all a dream he reaches for the gas in order to dream again. Good number that should be enjoyed anywhere.

The Hunter

Universal—6 Minutes

Very clever Oswald animated reel that will bring many laughs from the audience. Oswald is shown going through a series of adventures after big game.

EDUCATIONAL BUSY

Studios Complete New Short Subjects

Hollywood—At the Educational Studios production is being completed on "Once a Hero," a new Mermaid, in which Frances Dean plays opposite Jack Shutta. William Goodrich, who directed, is now turning his efforts to a new Ideal Comedy which features Tom Patricola. "Moonlight and Cactus" is his third for Educational. Charles Judells, stage performer, is cast in an important role, with Charles Dorety and Louise Lorraine.

Two comedies, as yet untitled, have been started in production at the Mack Sennett studios. Andy Clyde is being starred in one.

"Torchy Passes the Buck," a new Torchy, in which Ray Cooke and Dorothy Dix again essay the two principal roles, is being cut and edited. Morley Drury, all-American quarterback, is cast.

The third in the new Vanity Series which Al Christie is producing for Educational at the Metropolitan Studios, went into production October 12.

Motion Picture Week

(Continued from page 15)

All theatre executives interviewed are willing to donate their houses should the occasion become acute.

OMAHA IN ACCORD

All Branches to Aid Motion Picture Week

Omaha—A checkup on local reaction to Owen D. Young's announcement of the Hoover Committee acceptance of Hays' National Motion Picture Week plan for unemployment relief, shows that the Film Board of Trade in conjunction with exchangemen and theatre owners have made plans for unemployment relief.

The extent to which the local interests are willing to co-operate is indicated by the action thus far taken by a. District Committee. This organization consists of Roy Pierce, RKO Orpheum, chairman; E. R. Cummings, Publix division manager, vice-chairman; Lee Durham, Columbia. Bob Ballentine, Sherman Fitch are the other members of the committee, and Regina Molseed, secretary of the Film Board of Trade, secretary.

The Motion Picture Distributors will co-operate with the theatres by providing the films for exhibition on National Unemployment Relief Day, according to a statement by Miss Molseed.

Release Date

New York—First National has completed plans for the general release of "The Honor of the Family" on October 17. Bebe Daniels has the chief role.

PITTSBURGH READY

Committee to Discuss Motion Picture Week

Pittsburgh—Although the local district committee named by Will H. Hays as Pittsburgh's leaders in the motion picture industry's relief for the unemployed has not been called together for its initial meeting, theatre owners throughout the territory can be depended upon to support the National Motion Picture Week plan which proposes that each theatre co-operate with local agencies in staging benefit shows.

The District Committee will likely meet this week to formulate plans for co-operation in accordance with the film industry's efforts to aid in the relief work.

"WAY BACK HOME"

"Other People's Business" Title Changed

Hollywood—"Way Back Home" is to be the title of the rural drama wherein Phillips Lord, "Seth Parker," is to make his talking-screen debut for Radio Pictures. Hitherto it was called "Other People's Business".

"Seth" is now making a tour of the country, covering 70 cities and towns, with his broadcasting company.



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Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

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THEATRES FOR SALE

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

THEATRE—Town 5,000; extraordinary bargain for quick disposal. B-384, Associated Publications. 11-10

BEAUTIFUL new theatre; perfect sound; 275 seats; 2,500 population; no competition; $2,500 cash. New Cozy Theatre, Checotah, Okla. 10-20

EQUIPMENT FOR SALE

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

SPECIAL FALL BARGAIN—Six rebuilt Simplex projectors less lamphouses. Only while they last $225 each. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. tf

THEATRE CHAIRS — Veneer seats and backs. A. K. Company, 11 Winchester Street, Boston, Mass. x10-27

TWO LATE MODEL Motiograph de luxe; two Strong low intensity lamps; about 500 veneer seats; chandeliers, sidelights. Sell all or part at a bargain. Write for details. No dealers. Charles Burns, 204 Zoglin Bldg., Kansas City, Mo. x10-20

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT FOR SALE—Con'td

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. x10-13

EQUIPMENT WANTED

TICKEX Machines Wanted — Will pay cash for all sizes automatic Gold Seal or Simplex Tickex registers. State particulars, size, current, age, etc. Midwest Ticket and Supply Co., One North LaSalle St., Chicago. 10-20

LEATHER-UPHOLSTERED Seats, rugs, drapes, supply of three-fourths A. C. white flame carbon. B-382, Associated Publications. 10-13

POSITION WANTED

PROJECTIONIST — Years of experience; handle any equipment; go anywhere. Tommy Rausin, Palestine, Texas. 10-20

AUDITOR - ACCOUNTANT - THEATRE MANAGER, years of theatrical experience with larger companies, desires connection with reputable theatre company, highest references. Address S. D. Rickman, 826 Grove Street, Danville, Va. 10-20

HELP WANTED

SALESMEN WANTED — Fast selling equipment, Alabama, Mississippi, Kentucky, Arkansas. C. P. Washman, Trenton, Tenn. 10-20



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Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

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2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

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We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
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Gentlemen:

Enclosed is our check for _____

covering _____ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

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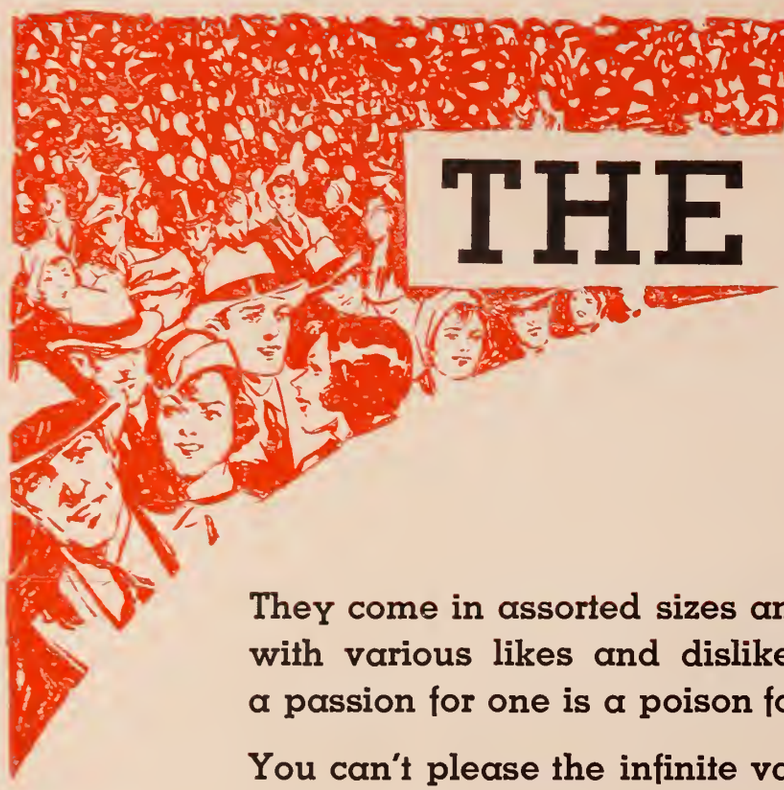
Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above



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They come in assorted sizes and shapes, with various likes and dislikes. What's a passion for one is a poison for another.

You can't please the infinite variety with a type of entertainment based on a singular appeal. Load your box-office guns for a broadside. Shoot at the masses. Back your feature with comedies and novelties that balance your program.

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ANDY CLYDE in
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Produced by
MACK SENNETT
A Romeo driver who forgets his fares for the fair ones. Thrills and laughs with the brakes off.





"THAT'S MY MEAT"
with AL ST. JOHN
CAMEO Comedy
Athletic Al in a fun and pun hit from Hittsville.





"UP POPS THE DUKE"
with George Chandler and Helen Bolton
A MERMAID Comedy
Real whiskers! False whiskers! And laughs!





"THE GIRL RUSH"
VANITY COMEDY
An AL CHRISTIE Production
A bevy of co-ed beauties and a broadside of laughs.



"THE TRAP"
WILLIAM J. BURNS
Detective Mystery
Another thriller—and one of the best from the actual records of the world's greatest detective

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EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, president*
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OCT. 27, 1931
VOLUME VIII NUMBER 7

MOTION PICTURE TIMES



P. WEEK FOR JOBLESS
SOUTHWEST ENTERS M.

THE ALLIED
RESOLUTIONS

PRODUCERS PLAN DEFENSE AS
GRIFFITH-MOMAND CASE
PROGRESSES

ASSOCIATED PUBLICATIONS
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MASQUERS
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And Thousands of Independents!

RKO PATHÉ

6
GAY GIRLS
COMEDIES
starring
JUNE MacCLOY

6
MANHATTAN
COMEDIES

26 RKO VAN BEUREN AESOPS' FABLES

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street, Phone— 7-3553 | DALLAS, TEXAS

Support for M. P. Week

Defense Is Planned by Producers

As Griffith - Momand Case Progresses; Hearing Set for Mar. 8; Receivership Plea Denied.

A continued hearing on the Griffith-Momand case which is scheduled for November 8 in Shawnee may be given new life when testimony from producers is offered the court supporting a contention that a combination did not exist between the Griffith circuit and the producers to violate the Oklahoma anti-trust laws.

At the earlier hearing it was asked that a receiver be appointed to operate the Griffith houses until the anti-trust matter could be settled. The receivership, however, was denied, and the case set ahead for further handling. At the previous trial the defense offered no testimony, it is said. Now the defense will introduce depositions from officials of producer companies in an attempt to show that a monopoly does not exist.

In New York a deposition is reported to have been taken in the

(Continued on page 12)

Tariff Suspended

President Rubio Lifts Mexican Film and Disc Import Levy, Reports Indicate.

Reports have been received in Dallas that the Mexican government has indefinitely suspended its new tariff on imported films and discs entering the southern republic from the U. S. and other countries. President Ortiz Rubio issued the order doing away with the levy.

Both producers and exhibitors have been active in efforts to have the tariff lifted.

It was in this connection that Senor A. Calderon, of the International Amusement Company at El Paso, visited Mexico City recently, as reported in MOTION PICTURE TIMES.

BERNBAUM-LAMBERT

Elaborate Ceremony for Dallas Couple

A wedding event of high social calibre was solemnized in Dallas recently when Miss Gladys Bernbaum, daughter of Mr. and Mrs. D. Bernbaum, 2617 Forest avenue, became the bride of Irving Lambert. The ceremony was performed at the Bernbaum home with the Rabbi H. Raphael Gold officiating. Palms and ferns banked against a mantel served as an altar for the service as the bridal party stood beneath a canopy festooned with flowers.

The bride was given in marriage by her father. She wore the same ceremonial ring as did her mother and her grandmother.

An evening reception prevailed from 7 until 11:30 p. m., when many guests were entertained by parents of both the bride and groom.

Bernbaum was very active on Film Row a week preceding the wedding carrying out his plans for the notable family event. Since disposing of his interests in R. & R. Theatres, he has been occupying offices at 2009½ Jackson street.

Crim Burns at Arp

The Crim Theatre at Arp, Texas oil town, 18 miles from Tyler, went up in flames Sunday night as an entire block was razed. A film explosion added speed to the destruction.

"GIVE HIM A HAND"
MOTION PICTURE WEEK
November 18-25

Mail Coupon Today

Mr. J. J. Friedl, Chairman District Committee,
Care Dallas Film Board of Trade,
2009½ Jackson Street, Dallas, Texas.

I am willing to co-operate in the film unemployment relief plan and am willing to run ONE FREE SHOW, the proceeds of which I will turn over to an authorized local committee in my town.

Signed: _____
Exhibitor

_____
Theatre

_____
Town

Tremendous Campaign of Co-operation for Relief of Unemployed Is Planned by Southwest.

With the dates from November 18 to 25 having been designated by Will Hays as Motion Picture Week in the industry's plan to help the federal government bring relief to the unemployed in all callings, the District Committee in Dallas, headed by J. J. Friedl, has set forth to further the movement immediately with a meeting called last Tuesday to discuss the proposition.

During the week, the public will be bombarded with literature, newspaper advertising, broadcasting, etc., to create reaction to the cause. It is planned that one day of the week will be set aside in each town as Texas Day, and at this time exhibitors will be asked to donate one performance to the unemployed, the funds to be turned over to a local committee formed solely to handle local jobless problems. The performance may be either a regular show, a special show or matinee. All manner of special accessories, buttons, tickets, etc., will be available for these special shows.

In towns where Sunday shows are prohibited, it is suggested that exhibitors seek permission to give their show at this time.

Further details on the free show plan will be forthcoming within the next few days, it is said.

Exhibitors who are willing to donate free shows to the unemployment cause are asked to fill in and mail the coupon printed at left.

Monogram Head Arrives

Hollywood—W. Ray Johnston, president of Monogram Pictures Corporation, arrived here Saturday from a trip to New York and eastern points to start work on the second half of Monogram's year's program. He was accompanied by Herman Rifken, Boston franchise holder.

Resolutions Adopted At Allied Convention

ALTHOUGH the recent Allied of Texas convention lacked the usual fireworks of previous meetings, as far as discussions of trade practices were concerned, the association, however, did pass several resolutions of importance, one of which denounces the Copyright Bureau, and another flaying certain companies for their attempted selling policies. The convention also passed a resolution denying that Allied had anything to do with the Horwitz censorship campaign several months ago. The several resolutions are as follows:

Censorship

WHEREAS: The late censorship campaign of Will Horwitz of Houston, President of the Allied Theatre Owners of Texas at the time, was his personal campaign and not the action of the association or its board of directors, and was so stated in the resolution at the time;

BE IT RESOLVED: That the Association endorses the action of its Baard in not allowing the Association to be dictated to and its actions ordered from the opposition camp under the control of J. J. Strickland, Publix, the Hays office, and the producer group, as was implied in the demand that the directors require the resignation of Will Horwitz as president.

BE IT FURTHER RESOLVED: That this Association declare itself free from the destructive influence of agencies whose interests are contrary to the interests of our independent membership.

Copyright Bureau

WHEREAS: The exhibitors have been the victims of actions equal to legal blackmail through the operations and claims of the Copyright Protection Bureau;

BE IT RESOLVED: That the Association be committed to the policy of combatting this form of outlawry both through the courts and the national congress.

BE IT FURTHER RESOLVED: That this activity be directed to a proper drafting of the copyright laws as they affect the copyright of music and films, to the end that the proper financial and moral interests of the individual exhibitor may be conserved.

Standard Contract

WHEREAS: A standard contract is essential to safe and harmonious trading in this industry; and

WHEREAS: The Allied States Association, acting for its various units, spent great labor, time and its own money in the preparation of a standard contract which was agreed to and accepted by all branches of the trade;

BE IT RESOLVED: That this Association deplores the lack of good faith on the part of the producers in their failure to put this contract into effect.

BE IT FURTHER RESOLVED: That the earliest possible application of this contract by the participating film companies is a duty that devolves upon them, both in good morals and good business practice.

Selling Policies

WHEREAS: Particular film companies brought forward for the 1930-31 sales seasons, certain sales policies definitely contrary to good business practice and impossible of acceptance by the independent exhibitors, against whom were directed these distinctive plans;

BE IT RESOLVED: That the Association endorses the actions of its officers in bringing these matters to the attention of our membership, and congratulates the membership upon the almost general unanimity with which such proposals were rejected.

BE IT FURTHER RESOLVED: That it is the sense of this meeting that no company deserves the patronage of our membership whose sales plans are burdensome, and whose allocations are purposely designed to increase averages.

Protection

WHEREAS: Allied States Association has declared that protection is properly applicable only for the period of showing and for the actual showing spot; and

WHEREAS: This Association has refused to participate in illegal and burdensome protection schemes; and

WHEREAS: The film companies and the trust theatres are arbitrarily foisting such protection both upon neighborhood theatres and those in surrounding towns;

BE IT RESOLVED: That this Association schedule as a major objective the defeat of such burdensome conditions, both through support of court action and through the national congress.

BE IT FURTHER RESOLVED: That we specifically support the pending Brookhart Bill in the United States Senate, looking to a curbing of the unjust powers of the trust and the protection of the interests of the public and the independent owners.

Unemployment

WHEREAS: The entire Motion Picture Industry is sensible of its social obliations; and

WHEREAS: The theatre owners reflect the industry to their communities and their communities to the industry;

BE IT FURTHER RESOLVED: That the unemployment emergency now facing the industry challenges the civic sense of the exhibitors, and we pledge our very fullest co-operation to alleviate human distress.

Marsh to Star

Hollywood — On New Year's day, 1932, Marian Marsh will be raised to full stardom by Warner Bros. coincidently with the nation-wide release of her newest picture, "Under Eighteen." Her discovery was due to John Barrymore, who, while seeking for an actress to Play Trilby opposite him in "Svengali," saw a screen test of Marian Marsh and chose her for the part.

Hollywood—Tom Patricola has finished another comedy for Educational Pictures, titled "Moonlight and Cactus."

Marie's Next

Culver City—Preparations are being made for the filming of "Emma," Marie Dressler's next starring vehicle for Metro-Goldwyn-Mayer. "Emma" is an original story for the screen by Frances Marion and will be directed by Clarence Brown, who has completed Joan Crawford's new film, "The Mirage."

Maynard Recovered

Hollywood—Ken Maynard has recovered from an injury suffered while landing his airplane at the United Airport in Burbank. The western star was flying from location where Tiffany Productions' "Fighting Mad," was being made. Maynard's forehead was severely cut, and his plane badly cracked up.

Start Press Film

Hollywood — Tiffany Productions' newspaper drama, "X Marks the Spot" is under way with Erle Kenton directing. Lew Cody is featured. Wallace Ford, Sally Blane, Fred Kohler and Mary Nolan appear in the principal supporting parts.

Violet Heming Signed

Hollywood — Violet Heming, stage actress, has signed a contract with Fox. She has arrived to make her first screen appearance in "Circumstances," adaptation of Andrew Soutar's novel, "The Devil's Triangle."

Gleason Starts Another

Culver City—"High Hats and Low Brows," one of the Rufftown series of RKO-Pathe comedies which are starring James Gleason, has gone into production here.

Culver City—Filming of the latest Zasu Pitts-Thelma Todd comedy, "Hot Dogs," has been completed by Hal Roach.

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3. "Two-Fisted Justice"
4. "Galloping Thru"
5. "Vanishing Men"
6. "Honor of the Mounted"
7. "Man From New Mexico"
8. "Single Handed Sanders"

Western Electric Noiseless Recording

The Monogram Program Also Includes:

6 Hoot Gibson
DE LUXE WESTERNS

1. "Clearing the Range"
2. "Wild Horse"
3. "Hard Hombre"
4. "The Gay Buckaroo"
5. "He Rides Alone"
6. To be selected by Exhibitors.

Produced by M. H. Hoffman, Jr. Distributed by Monogram.

12 MIGHTY ACTION
MELODRAMAS

1. "Ships of Hate"
2. "Mother and Son"
3. "In Line of Duty"
4. "Isle of Hunted Men"
5. "Klondike"
6. "Arm of the Law"
7. "Western Limited"
8. "Law of the Sea"
9. "Midnight Patrol"
10. "Police Court"
11. "Fatal Alarm"
12. "Forgotten Women"

8 Bill & Andy
ACTION WESTERNS

1. "Dugan of the Bad Lands"
2. "The Montana Kid"
3. "Oklahoma Jim"
4. "Land of Wanted Men"
5. "So This Is Texas"
6. "Law of the North"
7. "Mason of the Mounted."
8. "The Ghost City"

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THE PUBLISHER'S PAGE

Second Call--FORWARD!!

ELSEWHERE in this issue is reprinted verbatim Mr. Carl Laemmle's reply to the editorial that three weeks ago appeared on this page. I am glad to have Mr. Laemmle's reply, for he is unquestionably one of the gamest fighters this industry has known since its inception. However, I cannot agree with everything that Mr. Laemmle says in his letter.

IT is quite true that "when courage and resource and fighting ability are needed to pull a business through the doldrums they always pop up and do their stuff." But that truth existed several years ago. It has not shown itself in recent months; not even in recent years in this industry. And one of the big troubles with this business today is that men are sitting around waiting for something to "pop up" that will pull them out of the rut rather than thinking and planning and making things pop. Too many have been contented with the talk that "prosperity is just around the corner." But too few have seemed willing to walk around that corner to meet it.

I HAVE seen some of the selling campaigns executed by theatres of which Mr. Laemmle speaks. Some of them have been quite good. In the main they have been campaigns that cost far more than the average theatre could spend to put the pictures over and, almost in every instance, they have been directed to the large first run metropolitan theatres that have their own advertising staffs. My mention of lack of inspired selling was not directed so much at the retail end of this business, while that is inadequate. But, since Mr. Laemmle brings this question up the "inspiration" that is given the theatres by producers is not carried far enough to help Mr. Small Theatreman, who doesn't have a staff of exploitation experts. Some companies are commencing now to give such a service, which is proof of its need. The profit-payers in this industry seem to have been forgotten in the mad rush for big-time play dates that came with the first success of sound. However, my several weeks' stay in New York has brought out to me that sales departments are commencing to realize the importance of the theatres in the hinterland; they are commencing to see that 10,000 bookings that pay an average of ten dollars or more per day for film will gladly pay more if the intake at the box-office rates it.

IT is WITHIN that the industry seems to be underselling its stock in trade. And that lack of selling within the industry has held back the real effort to sell OUTSIDE to the public, great as may be the spotted blasts that are hurled in a few centers through metropolitan houses.

I CANNOT agree with Mr. Laemmle that the whole industry is giving of its best right now. But I will say that it is "commencing to begin." I have a lot of faith in this industry and in its leaders and its legion of showmen. And, because of that confidence and feeling that it will come through with flying colors, we are cheering for the leaders to marshal their manpower and to GO OUT AND DO BATTLE IN A FIGHTING WAY. While in New York I have observed that the parade seems to be forming. But the crowd is growing impatient. WE WANT TO SEE SOMEONE STRIKE UP THE BAND AND SEE THE WHOLE MOTION PICTURE INDUSTRY MARCH FORWARD AS ONE GREAT ARMY! OUT TO MAKE VICTORY! OUT TO GET BUSINESS! AND TO GET IT!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

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New Arbitration April 1

FILMS DO NOT HARM CHILD

Rush Jobless Relief

"Give Him a Lift" Is Slogan Adopted by Industry; Move Wins the Praise of Nation's Press.

New York — With generous praise from Walter S. Gifford and Owen D. Young, representing the President's Organization on Unemployment Relief, and with editorial reaction from the whole country applauding National Motion Picture Week, plans for the nation-wide benefit performances to be given during the week of November 18-25 are proceeding in a way to indicate a united and impressive effort throughout the industry.

The advertising committee charged with the preparation of a press book and exploitation campaign to aid the local theatres claim to be the first committee in the industry's history with a secret chairman. All announcements will be made in the name

(Continued on page 15)

HI-LITES IN THE WEEK'S NEWS

Screens throughout the country were darkened Wednesday night, October 21, in tribute to the memory of Thomas A. Edison. Cameras in Hollywood and eastern studios stopped clicking and microphones remained silent for three minutes on the afternoon of the same day.

* * *

Hollywood — Lewis Milestone, director, has withdrawn from the Selznick-Milestone Prod. Hereafter he will free lance.

* * *

New York—Paramount's 1931-32 short subject program at the New York studio will be completed about November 15. Work on the 1932-33 schedule will begin about April 1.

* * *

New York—High film executives who witnessed the television demonstration at the B. S. Moss Broadway last week were impressed with the possibilities of television.

* * *

New York—Al Wilson, former studio manager, has been appointed production manager of the Audio Cinema studios.

* * *

A recent survey places the approximate number of dime houses in the United States at 400.

"GIVE HIM A HAND"

Slogan for National Motion Picture Week

New York—"Give Him a Hand" has been adopted as the industry's slogan in its co-operation with the government to relieve unemployment suffering throughout the nation. One hand outstretched and two hands grasping for aid, the symbol of the slogan, will be printed on 30,000 posters for distribution all over the country for use in theatre lobbies.

One corner of the design will refer to National Motion Picture Week, set for November 18-25, during which theatres are expected to give benefit performances for the needy. The slogan will also appear on all tickets sold during the week.

Annual National Conference on Delinquency Decides; Statement Is Slap at Critics.

Baltimore — Motion pictures, muchly-publicized here of late as having a harmful influence on youthful minds, were absolved of all guilt in the matter by the 28th annual meeting of the National Conference on Juvenile Delinquency here recently. Not only were films exonerated of all charges of contributing to juvenile delinquency, but child offenders were catalogued as having something wrong with them in the beginning. In such cases the motion picture cannot be held responsible, was the opinion of the conference.

Among those who declared that films are blameless in causing juveniles to err were Dr. Manfred S. Guttmacher, chief medical officer of the Supreme Court here; Lieut.-Col. Claude D. Jones, superintendent of the National Training School for Boys, Washington, and B. L. Coulter, superintendent of the Industrial School for Girls and Boys, Columbia, Miss.

Hays in Tribute to Memory of Edison

As the industry paid tribute to the memory of its father, Thomas Alva Edison, Will H. Hays expressed the sentiment of Filmdom in the following statement:

"To the men and women of the motion picture industry the death of Thomas Alva Edison means much more than the passing of a great inventive genius. He was the father of the motion picture. He it was who made it possible in a practical sense the first frail mechanism which suggested the movement of figures on a screen. His was the genius that liberated the early motion picture from its prison in a cabinet, where it might be seen through a peephole by one person at a time, and threw it upon a screen to the view of hundreds of thousands of people.

"To the very time of his passing Thomas Alva Edison remained a staunch friend and champion of the art that was founded upon his own great achievements. Even in the lowly nickelodeon he saw the beginnings of a vast popular entertainment service. He saw in the first stilted entertainment pictures the struggle of a new art to rise to higher levels. When the crude, unsteady flickerings of a generation back had been transformed into clear, moving images, when electrical and photographic science had brought the beauty of music, the magic of speech and the warmth of color to the screen, none was more zealous than he in urging an open road for the further progress of the art.

"The world owes much to Thomas Alva Edison. And no debt of gratitude to his memory will be more deeply felt than by the host of men and women in the motion picture industry whose careers, whose progress and whose service were made possible by the greatness of his vision."

32 Key City Boards to Be Under Charge of Pettijohn; Reaction Is Spotted.

New York — Return of arbitration to the industry virtually is assured. New national arbitration system goes into operation April 1, when the standard exhibition contract, drafted by the 5-5-5 conference last year, will be called into use.

Thirty-two boards will be established in key cities under the guidance of C. C. Pettijohn.

Reaction of exhibitors to the announcement, though most territories knew it was coming, was spotted. Prominent theatrical officials of the Southeast, among them Love B. Harrell, secretary of the Southeastern Theatre Owners' Association, announced that a return of arbitration would be welcomed into the territory. Harrell said that the Southeastern exhibitors, never having howled very loudly for the extinction of arbitration, prefer to settle controversies in an amicable fashion, rather

(Continued on page 15)

PEACE IN CHICAGO

Exhibitors and Union Operators Agree to Pact

Chicago — Complete settlement of the Chicago operator squabble was finally effected on Friday, October 23, when the union and the exhibitors ratified the new pact, which goes into immediate effect, superceding all previous agreements, and remains in force until January 1, 1933.

The new agreement specifies the following conditions:

1—All theatres in the jurisdiction of Local No. 110 will employ only union men, members of the Local.

2—The exact number of houses has not as yet been definitely decided, but a certain group of approximately 50 theatres will have one union man in the booth, with the owner or manager, to be licensed as the second operator.

3—The salary of the one man in these houses will be the regular scale, plus a 15 per cent increase.

4—All other theatres in the entire city and suburbs, where Local No. 110 holds sway, will employ two union men at the regular scale, less a 20 per cent cut in salary.

5—Any concession made in the past is considered ended, and operators' salaries are uniformly as per the above schedule.

Franklin Pays Flying Visit to Elm Street

Plenty of business is now to be had in show business if you've got a good show, work hard, and have the necessary guts, Harold B. Franklin commented to local theatre men as he spent 24 hours Sunday and Monday in Dallas, accompaniel by two of his lieutenants.

Franklin visited the Old Mill, Ritz and Palace theatres Sunday night. While on Elm street he chatted with L. B. Remy, an old acquaintance, and with Wallace Walthall, of National Screen Service, and Marclene K. Moore, manager of the Palace. Moore has been in the Publix organization from the time Franklin was head of that circuit.

On his way to the coast, Franklin said that he would make one stop, but did not say where. His sudden visit to Dallas is believed to have had important significance, the nature of which could not be learned.

When visiting the Dallas theatres Franklin and his men walked right in on displaying gold passes that were issued to them from the Publix home office.

"VIKING" CHOSEN

A Publix First Run Books Monogram Release

Booking in an attraction that is decidedly different from the regular run of problem pictures, the Old Mill in Dallas, one of the Publix first runs, chose "The Viking" to bolster up the current week's business. This production is one of Monogram's specials for this year and deals faithfully with the recent death-dealing seal hunt in which the great explorer, Varick Frissel, and his men, went down beneath the ice.

The Old Mill run precedes a number of other key city first runs on "The Viking," which will be concluded within the next few weeks.

WEEKS IN WESTERN

Wampas Star Teamed With Tom Tyler

The third Tom Tyler western on the Monogram schedule for this year, recently completed and now available, has been given additional importance on account of Tyler's leading lady in the release, according to Harry Silverman.

Barbara Weeks, who plays with Eddie Cantor in "Palmy Days," was selected to ride with Tyler in his latest film.

BACK FROM MEXICO

Calderon Discusses Films With Mexican Leaders

A. Calderon, head of the International Amusement Company, with large theatre holdings in Chihuahua, has returned to El Paso from a visit to Mexico City where he conferred with associates regarding the owners' taxation and importation burden the Mexican government has placed on American talking pictures, and also regarding the fate of his 5 El Paso theatres. Calderon failed to comment on the possible effect the new superimposed Spanish titles will have on future business.

Instead of regular Spanish dialogue throughout, Mexican theatres are offered films with straight English dialogue, but with Spanish titles and subtitles flashed on the screen to guide Mexican patrons in the story.

Defense Planned

(Continued from page 3)

matter from Sidney R. Kent in the office of Will Hays on one day last week.

Other depositions were also taken from Austin C. Keough, Publix attorney, and from a Universal executive, same being taken in the offices of Gabriel Hess. Universal is interested in the Griffith chain, it has been brought out.

D. I. Johnson, Oklahoma City, an attorney representing Paramount; Malcolm McKinzien, representing Regal Theatres in Oklahoma, a subsidiary of Paramount; and B. B. Blakeney, attorney for Momand, have been in New York in connection with the depositions.

Gets Building Contract

Arkadelphia, Ark.—The firm of Nelson & Woodson, Russelville, Ark., has been awarded the general contract for rebuilding the theatre here operated by Cecil Culp, which was destroyed by fire some time ago.

The new building will be two-story, 52x92 feet and of concrete, brick, stone and tile construction. It will cost about $50,000. It will seat about 900 persons and will be equipped for sound pictures.

Marlin Exhib. Visits

J. C. Chatmas, of the Palace and Strand at Marlin, was in Dallas Monday to set in a few dates. He operates the big house full time, of course, and the Strand on Friday and Saturday.

Hefley Takes Parkway

Following the recent death in Dallas of W. D. Crowell, manager and part owner of the Parkway, announcement has been made that Sam Hefley, prominent exhibitor and former owner of the house, has again taken over the property. Mr. Hefley arrived in Dallas recently to handle the house.

New Division Manager

Edward Eschmann, prominent film man of several seasons ago, has arrived in Dallas as southwestern divisional sales manager for DeForest equipment. Eschmann was formerly a New York sales executive for First National and recently was connected with Western Electric, it is reported.

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A NEW SLANT ON PICTURES

In Which "A Business Man Looks at the Movies" and Has Many Valuable Suggestions. . . . . .

THE Allied Convention in Dallas last week, as already reported, was a congression where the keynote was "go after business." To more visibly present this idea before the meetings, Allied directors hit upon the plan to have outstanding people of other callings address the exhibitors, thereby gaining accurate comparisons and thoughts which were believed to have thoroughly impressed theatre men who heard these addresses. MOTION PICTURE TIMES will print these speeches as they are made available to us for the benefit of the exhibitors who did not attend the convention. Herewith is the address of Mr. A. I. Folsom, of Dallas, whose subject was:

"A BUSINESS MAN LOOKS AT THE MOVIES"

Address of A. I. Folsom, prominent Dallas business man, before the Allied Theatre Owners of Texas Convention in Dallas last week.

"Of course, I am not telling you motion picture men how to run your business. I know nothing of the details of the motion picture industry, but certain principles run through all business. We have our troubles in keeping business going, and we have certainly learned something of current business ills in our own line; perhaps those things apply equally to your situation. Certainly organized effort, thought, and the study of problems we meet can help us all. We are all meeting competition, rotten policies and loss of money. I sometimes look at my boy coming up, a fine young fellow of sixteen, and wonder if this sort of thing is to continue, until he is grown, whether he will not be robbed of that finest opportunity in the world—the chance of establishing a business of his own.

Hard Work Necessary

"Well, there are six brothers of us, all in the same business. When this depression struck us, we found we had forgotten a lot of things that had not been important to us when we first started in. One of those things we had forgotten was how much work it was necessary to do. We were working four or five hours a day at our job of selling. Now we couldn't increase our territory or the lines we were carrying, so we began to take inventory of ourselves, and when we got through, we were rather ashamed. We were working four or five hours a day, more than 33 1-3 per cent of our time lost every day. We were getting to work at nine in the morning, taking an extra hour or two for lunch and a game of pool—where also I dropped three or four dollars of my money—and quitting early for baseball or golf. When I first established the business I got to work at 7 in the morning. Now we're doing something like it again, and man! the kick we are getting out of it. I'm making the acquaintance of my porters for the first time.

"Then we're so sorry for ourselves. I've been through three of these depressions, and believe me, this is the lightest of the three by far. Why, I remember when we had biscuits just once a week—for Sunday morning breakfast! In 1914 I walked the streets, my feet actually through my shoes, desperate for money to pay my rent, then the huge sum of $15 a month. We have a lot of adjusting to do to fit these new conditions. State Press, the wisest philosopher we have here, says maybe this is not a depression, but a new level. That's something to think of. If this is a new level of things, we've got to get down to fit it. Now I don't want to lower my standard of living, and I don't want it lowered for my wife and children, but I'm going to have to do three or four times the work I have been accustomed to doing, if I expect to keep that standard up.

Personal Salesmanship

"I can't offer any schedule for your business, but believe me, before this trouble is over, you'll be making one for yourself. I haven't an idea whether we're 'around the corner' yet, unless we adopt Eddie Cantor's wisecrack and ask 'Which corner?' But I can tell you this—I've never in my life been solicited for my business as a movie fan. If some theatre owner should show up at my office at eight o'clock some morning, with the program he was going to offer for the next two or three weeks, tell me that he owns the business, had first class equipment and a well ventilated house, and would like to have my family attend that theatre, I would drive three or four miles to take him up. I would probably drive clear to Oak Cliff—where I know there is a fine theatre—though I live out near Lakewood Country Club. **But the owner would have to come himself.** Because you are in a big town, you could not, of course, ask every man to attend your theatre, but you could put in some time at it every day, and it would pay you big dividends. There seem to be many ways of jazzing up attendance—prizes, special bargains, tieups with local dealers, etc. Those things work marvelously for us. I should think they would work as well for you—doubtless you use them all. But I don't believe you use personal salesmanship such as we find the mainstay of our business, and I believe it would pay you.

"Your problems don't vary a great deal from ours. We are selling service through six Southwestern states. You are also selling a service, and a more necessary one than anyone else. You are the greatest moulder of thought in the world today—greater than the newspapers. It puts a big responsibility on you, for you will have to sell the sort of service that my wife and youngsters ought to see. You are close enough to your patrons to make that service a very real one. That's where the chains in your business as well as in others, are losing out. They are losing out, too, from the fact that the public is financing those great ventures, and they don't like their job. I bought some stock once—it was Fox stock. I paid 90 for it and now it sells for the price of wallpaper. Other folks did the same thing, and they realize now that the men who built up those huge structures are not so good. Independent business is coming out of this valley of depression in better condition than they went in. But independent business is wiser than it was. We are learning that what affects our neighbors' business will some day hurt ours. And we are learning to put up a better fight. If I had a theatre with a lot of empty seats, I would work like the dickens to fill them. I don't know just what I would do—maybe get a soapbox and orate in the public square or something—but I've noticed when you work hard enough, your problems disappear. I believe that's the real line for a "pep talk"—get back to work! Quit loafing on the job. If I could leave that one thought with you—if I could sell you on the idea that we are not doing everything we can to do as good a job as it is possible to do—if we could consecrate ourselves to doing a little more, a little better than we have been doing, then I have given you the very finest remedy for bad conditions that the world ever saw.

Never Give Up

"Then there's such a kick in vigorous effort. You have heard all your life about getting ready for the rainy day. Wouldn't it be a disappointment never to reach that day! Getting ready for it all one's life and never see it! Battle is a great thing. It makes the difference between the real fighter and the fellow who always takes it easy. How much chance would the easy-goer have with the fighter? I got into town one day to find that the contract of the State of Texas for lamps had gone to a competitor. It meant $18,000 worth of business. I asked my brother down there, 'What have you done to replace that business? You had your commission as good as spent—what have you done about it'? He had nothing but hard luck stories to tell me. He was ready to let his men lie down and quit, when they couldn't quit. 'Give me a list of your prospects,' I said, 'and we'll go out and do that job.' We spent two hours and a half with the first man. We talked everything we knew to him, but we came away without the order. My brother had that 'I told you so' look in his eye, but I told him that was just one man out of the way, and we were on our way to the next one. That man bought—$7,000 worth; and when we got back to the office we found an order in from New Orleans that we had worked on for six months, and almost given up. A big one it was, too, the result of much thought and work. We all took in that moral—never quit as long as there is one more thing to do.

"Now the public wants to do business with you. Go after it! Ask my kind of man, and I'll guarantee they'll come in—if they don't drop dead from surprise. You are going to fill your theatres in the exact proportion of how much you WANT to do it."

Exploitation!

This week marks the conclusion of a series of Selling Seats articles by Ted Toddy.

Next Week
"Exploiting The Chapter Play"

By

Chas. Reed Jones,
Director of Adv.
and Publicity,
Mascot Pictures
Corp.

Carl Laemmle Says:

"There Are More Cou

Business Now Tha



Mr. Ben Shlyen,
Associated Publications, Inc.,
551 Fifth Avenue,
New York City.

October 20, 1931.

Dear Mr. Shlyen:

Answering your suggestion that I give my views on your editorial regarding the so-called lack of leadership in this industry, let me say first of all that I totally disagree with the man who says the industry seems to have its tail between its legs and that "it is licked and has lost its guts." In fact I think the man who said such a thing is licked and, like the fox who lost his tail, he seeks to drag all the rest of us down with him.

You ask "Where are the courageous fighters of yesteryear?" My answer is that I firmly believe there are more courageous fighters in the business now than there ever were — more in courage and more in numbers. We all need more courage nowadays and I have never known it to fail that when courage and resource and fighting ability are needed to pull a business through the doldrums they always pop up and do their stuff.

Thank heaven, Mr. Shlyen, we don't have to live on the yesteryears. I personally thank heaven that I am still young enough to live in the present and the future and not in the past. Reminiscences are great stuff, but they don't get us anywhere in the hurry and scurry of working hours. I have lots of fun thinking over the fights of the past and how I had to hurdle obstacles, but if the time ever comes when I rest on my

rageous Leaders in The

There Ever Were"

laurels — if they are laurels — then it will be time for me to step out of this fast moving business and spend the rest of my days in a wheel chair.

You speak of such sterling pictures as STREET SCENE, FIVE STAR FINAL, AN AMERICAN TRAGEDY, THE MIRACLE WOMAN, THE SPIRIT OF NOTRE DAME, BAD GIRL and SPORTING BLOOD. You suggest that they have not been sold right or that they need inspired selling. Well, sir, again I am forced to disagree with you. I think these pictures and others I could name have been sold infinitely better than the pictures of former days. Possibly you have not seen the remarkable selling campaigns which have been sent to theatres on these pictures. I tell you they are masterpieces of advertising skill and selling science. Inspired! Nothing short of inspired!

Let's not worry about any lack of the old fighting courage. There is no such lack. At least not in my opinion.

Never have I seen producers do better thinking than they are today. Never have I seen exhibitors exercise finer ingenuity than now. I am sold one hundred per cent on the belief that the whole industry is giving of its best right now, and nothing can make me believe such consecration to the job can fail to bring magnificent results.

Sincerely yours,

(Signed) CARL LAEMMLE

President, Universal Pictures Corporation.

NO PAPER BOYCOTT

Copyright Forbids Reproduction Only, Report

Referring to a story in last issue about Ralph Lowman, of the Dallas Poster Exchange, it has been called to our attention that Lowman made no statement he could not buy copyrighted paper, one sheets, etc.

When exhibitors give the right kind of authority the Poster Exchange can buy this sort of paper in any quantity needed, it is said.

The copyright law has to do with the reproduction of posters and there is no violation of the law where paper is bought and sold second hand, we are told.

Photo-Talker Installed

The Palace at Lonoke, Texas, operated by Mr. Erwin, has installed complete Photo-Talker disc equipment. Installation was made by the Photo-Talker company of Dallas last week.

Lowenstein Visits

Harry Lowenstein, of Oklahoma City, president of the Consolidated Amusement Company, a subsidiary of Griffith Amusement Company, was an important visitor on the Dallas market Monday.

MONOGRAM AHEAD

Speeds Last Half of This Year's Program

With the Monogram line-up of 34 productions already about half completed, Joe Silverman, district manager, has received word from W. Ray Johnston, president of the company, that the latter is spending three weeks on the coast speeding up the last half of this year's Monogram product.

Because there is a strong demand for the Monograms this year, which is evidenced in the Southwest, as well as other regions, the company has set out on a plan to turn out the last picture well in advance of its schedule, Silverman declared.

Walthall Manual Talk

Although Wallace Walthall is generally a pretty good source for trade news, he explained Monday that a little shop talk would be his best bet for the moment. Walthall is mighty proud of the fact that since National Screen Service issued its brochure, or manual, on its special service trailers, that business in this phase of the service has been doubled.

The new national manual indicates the many types of trailers the company makes outside of the regular trailers on coming screen attractions.

NEW SALES AGENTS

Smith, Harding Join Blizzard BesTone

Len Smith, formerly owner of a theatre supply house in Dallas, handling a standard line of projection equipment, and M. Harding, formerly of Lloyds in London and more recently of the Allied Theatre Owners of Texas, are now representing the Blizzard Sales Company and the BesTone Sales Company.

They are working in Oklahoma and Texas under the direction of J. O. Ford, factory representative.

Anti-Censorship Tour?

Hollywood — Stars and other prominent film personalities will be sent to censor-ridden states prior to election time to give the public a view of the censorship situation, if the plan advocated by Conrad Nagel is adopted by the Academy of M. P. Arts and Sciences.

"U" May Finish in Feb.

Universal City—Completion of eleven features thus far by Universal indicates this company will have its 1931-32 product completed by early February.

"Give Him a Hand"

National Motion Picture Week

November 18-25

The Industry Needs Your Co-operation.
Your Committee Will Advise.

Lower Down Payments
ON ALL A. C.
UNIVERSAL SOUND ON-FILM

OPERADIO
PRECISION AMPLIFIERS
all A. C. Designed for Sound on Film

An inexpensive, compact unit which takes the place of all the apparatus and accessories that are used for the reproduction of sound, from the output of the photo-electric cell to the input of the stage speakers. Install OPERADIO now on your present sound on film for better results.

Distributed by
HERBER BROS. & WOLF
313 S. Harwood Dallas, Texas

TRADE IN YOUR OLD DISC NOW
While it Still Has a Value.

A little later on your disc equipment will be totally obsolete and of no value, just like the used theatre organ today.

ACT NOW! — DON'T DELAY
—for tomorrow may be too late.

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. **DALLAS, TEXAS**

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Susan Lenox

M-G-M—75 Minutes

Cast: Greta Garbo, Clark Gable, Jean Hersholt, John Miljan, Allan Hale, Hilda Vaughn, Hale Hamilton, Russell Simpson, Cecil Cunningham, Marjorie King, Helene Millard, Ian Keith. Directed by Robert Z. Leonard.

Story built up with explanatory titles furnishes poor vehicle for Garbo, who rises above the story and by her performance makes a highly interesting feature. This should pack them in any house with cast that could not have been better selected. Clark Gable shows eminent ability as the young engineer who befriends Garbo after she has run away from a loveless marriage planned by her uncle. While he is away on business her uncle locates her and she again runs away and takes refuge with a carnival troup. She is compelled to accept the advances of the manager and when the young engineer returns and learns this he leaves her. Hardened to the world she goes from lover to lover gathering what she can. Finally she realizes her love for the engineer and locates him in a dive in New Orleans. This stage success of 11 years ago has lost a lot in its adaptation to the screen and even the good work of Garbo and Gable fail to make it rise above a program melodrama.

SELLING SEATS: A campaign on the star is about the only angle to use on this one.

Smart Women

Radio—67 Minutes

Cast: Mary Astor, Robert Ames, Edward Everett Horton, Noel Francis, Ruth Weston, John Halliday, Gladys Gale, Alfred Cross, Pearl Varvelle, Lillian Harmer. Directed by Gregory La Cava.

Screen adaptation of Myron C. Fagan's play, "Nancy's Private Affair," rises above a situation that is not convincing and makes it not only plausible but genuine entertainment in an amusing manner. Cast keeps this one above average entertainment value by adopting initiative at places when needed the most. With Mary Astor as the wife who is the simpleton who returns from a European tour to find her husband has become interested in a blonde during her absence and she pretends to be interested in a British nobleman to win him back. Her performance is too convincing and though she does as prepared it does not click with the audience who expect something different. However, this one should get over with the average audience. Splendid direction which is somewhat hindered by the lack of material puts it over as highly interesting entertainment. After summing it all up it is only a story of an erring wife and a forgiving husband.

SELLING SEATS: Star and direction seem to furnish all the material worthy of exploitation in this somewhat unsophisticated drama with a bit of comedy that saves it.

The Beloved Bachelor

Paramount—68 Minutes

Cast: Paul Lukas, Dorothy Jordan, Betty Van Allen, Charlie Ruggles, Vivienne Osborne, Leni Stengel, John Breedon, Harold Minjir, Marjorie Gateson, Alma Chester, Guy Oliver. Directed by Lloyd Corrigan.

Highly sentimental romantic type of story on the order of "Daddy Long Legs." This one should please generally. Lukas plays the title role which he fits as if made-to-order for him. Although the last half of the picture seems to become too childish the picture teems with entertainment value and should be thoroughly enjoyed by any audience, especially because of Charlie Ruggles in a typical role as a winebibber.

At the beginning of the picture Lukas, cast as a San Francisco sculptor, falls in love with a beautiful actress (Vivienne Osborne). Leni, his model, is killed in an accident. Lukas adopts her little girl to prevent her going to an orphanage. Vivienne believes he is the girl's father and immediately leaves to marry someone else. Years pass and the girl reaches young womanhood and begins to develop a love for him. Then Paul finds himself loving her, although Vivienne returns to renew their long-lapsed love and promises Paul a divorce. But Paul is too madly in love with his attractive ward and greatly relieved when Vivienne decides to return to her husband.

SELLING SEATS: Feature the stars and secure cooperation from your local newspaper in conducting a contest for the city's oldest bachelor, or hold a special matinee for all bachelors.

Honor of the Family

First National—66 Minutes

Cast: Bebe Daniels, Warren William, Alan Mombray, Blanche Friderici, Frederick Kerr, Dita Parlo, Allan Lane, Harry Cording, Murray Kinnell, Henry Gordon, Alphonzo Ethier, Carl Miller. Directed by Lloyd Bacon.

As a family trade picture this one will not click. The picture lacks real entertainment and is too broad and sophisticated. Based on a French play founded on one of the Balzac stories the photoplay contains romance of the intriguing type to appeal to lovers of risque stories.

Briefly, the plot is centered around the mixed loves of an adventuress (Bebe Daniels), who is companion and "nurse" to an aged and wealthy French nobleman who succumbs to her charms.

SELLING SEATS: Besides featuring the two stars of the picture, let the movie fans know that Balzac, famed for his so-called torrid stories, wrote this one. Inaugurate a Balzac Week at the local library and bookstore. Plug Warren William as a new type of dashing hero to overpower the hearts of women.

Border Law

Columbia—54 Minutes

Cast : Buck Jones, Lupita Tovar, James Mason, Frank Rice, Don Chapman, Louis Hickus, F. R. Smith, John Barnes. Directed by Louis King.

For those fans who like rough-riding western romances teeming with plenty of love and adventure here is one rip-snorting western they should go for in a big way. The Buck Jones fans won't be disappointed as the hero makes the picture move in his usual fashion with a thrill-a-second by his whirlwind riding, fistic battles and flashing gun-play. Buck is a ranger posing as the Pecos Kid, a notorious bandit, in order to cross the border to capture Shag Smith and his bandit gang who have murdered his young brother. He finds Shag and his gang at the cantina and joins with them in a big robbery as a ruse to lead them to their doom. Like an old-fashioned romance everything ends well with the bandits captured and Buck winning the hand of the beautiful Tonita, played by Lupita Tovar.

SELLING SEATS: Play up the star as the screen's daredevil cowboy in a breath-taking western.

SHORT SUBJECTS

The Gland Parade

Radio—19 Minutes

Stuttering Roscoe Ates is seen in another of his short series, this time as a window washer who changes places with a man in order to escape the wrath of his feminine boss. Then Ates finds himself in a worse predicament, being chased by doctors for the removal of his pituitary gland as they believe he is the other fellow. Eventually practically the entire cast becomes involved in the run-around. Ates furnishes most of the laughs when he doubles a woman to elude his pursuers and hops into a beauty parlor chair for a permanent. There are a number of amusing moments, but the laughs are quite far apart.

Puff Your Blues Away

Paramount—10 Minutes

Excellent little number that should please the popular crowds. The song number, "Puff Your Blues Away," forms the theme of the story.

Two Barks Brothers

M-G-M—17 Minutes

Another of the popular Dogville series which is interesting enough and has plenty of laughs. It is about a dog running for political office on the prohibition ticket. One of the villains changes his glass of water to strong gin just before he is to deliver his main campaign speech. The effect is indeed laughable. The culprit turns out to be his long lost brother.

The Great Pie Mystery

Educational—22 Minutes

Mostly slapstick comedy burlesque mystery movies. Instead of gangsters fighting with machine guns they substitute pies to be hurled at their enemies. Harry Gribbon is featured as the bucolic hero who experiences some strange adventures. The disappearance of a diamond garter causes a merry mix-up. Here is a short that will keep em constantly howling with laughter.

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Proper Control of Volume Important

R. H. McCULLOUGH in Fox's "The Last Word"

Before the advent of sound, motion pictures lacked popularity. Producers were seeking something different. The modern sound picture success saved producers and exhibitors, and since recording has been somewhat improved, theatre audiences have received many thrills.

I recently witnessed a sound picture performance, in one of our theatres, which caused the audience to be overwhelmed with enthusiasm. The success of this performance was due to proper volume control, in the auditorium, and the projectionists' efforts in handling and maintaining the projection room equipment.

It is great to hear an audience applaud a sound picture performance. Many accompanying effects with sound pictures are not anything over-marvelous, but they can be greatly improved by proper handling. Modern times have taught us that efficiency brings forth good results.

Sound picture presentation is something more than mere projection. It is something that requires the exercises of judgment and application of high-grade knowledge and skill. It is imperative that every projectionist and manager take great pride in modern sound picture presentation.

Every theatre with sound equipment has experienced the replacement of the 555-W Receiver, and there has always been a question as to just what was the nature of the trouble and why the unit ceased to function.

Gun shots, cannon shots, bombs, blasting and other effects produced with increased volume have been the cause of replacing many receiver units. Audio current circulates through the actuating coil, interacted with a steady magnetic field, forcing the diaphragm in and out. This coil is mounted rigidly on the diaphragm, and the diaphragm is corrugated between the coil and the clamped edge to prevent resonance.

However, I have found that the internal connections, connected to L No. 1 and L No. 2 of the speech circuit, break off at the terminal. It is advisable, when a receiver unit ceases to function, to remove the cover plate and inspect the internal connections. Oftentimes it is possible to reconnect the speech circuit connection, which is broken off at the terminal, thus resuming operation of the unit.

Every day before the theatre opens, test the horns individually and at the same time check the operation of the projector and pick-up mechanism. Regular daily testing is of great value and importance for the reason that a large proportion of failures and defects do not happen suddenly, but develop gradually and hence can be detected and remedied before they become serious.

Many projectionists are neglecting the take-up assembly in the lower magazine. The take-up should be inspected every week for proper operation. Most projection room film fires emanate from the take-up failing to function. Dust and dirt collect on the friction surfaces, which causes rapid wear.

Occasionally disassemble the take-up and wipe the friction surfaces with a cloth and fresh oil. Adjust the film take-up tension enough to wrap the film evenly and firmly around the reel.

The tension should be the same with 100 feet of film as with 2,000 feet. If excessive tension is used, it will cause serious damage to sprocket perforations.

FIREPROOF SCREEN

Visibestone Tests Termed Highly Satisfactory

Highly satisfactory is the result of tests made by Electrical Research Products on Visibestone sound screen, a product of Keasbey-Mattison Company of Ambler, Pa.

Visibestone, the latest development of fireproof motion picture screen by Keasbey-Mattison, is an asbestos cloth especially woven and treated for use as a sound screen.

Audiphones Installed

Western Electric Audiphones for the hard-of-hearing have been installed in the Manor Theatre, Pittsburgh, Pa., and also in the Warners' Wilshire and Western Theatres, Los Angeles, Cal.

POWERFUL BULB!

Maude Adams' Light to 30,000 Watts

Invention of a bulb said to be 30 times more powerful than the spotlight in average use in the theatre and which permits change of color without the usual use of gelatin slides is claimed by Maude Adams, 58-year-old actress, who now is preparing to return to the stage. The device is operated by remote control.

An operator, seated at a control board, will regulate all qualities of light from that of morning to midnight, it is claimed. Because of the intense heat generated by the bulb, which will have a power of 30,000 watts, an air-cooling device is provided.

The bulb is manufactured especially by General Electric, while the Century Lighting Equipment Co., New York, is to manufacture the control apparatus.

Kliegl Catalogue

A completely-revised catalogue covering floodlights, border lights, spotlights, footlights and numerous other forms of lighting equipment, including new devices for theatrical decoration and spectacular lighting, has been issued by Kliegl Bros. of New York.

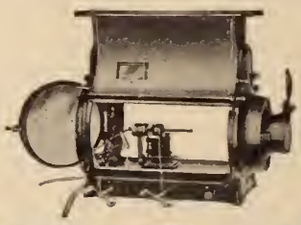
New Arcturus Offices

Offices of the Western division of Arcturus Radio Tube Company have been moved to the first floor of their present address at 1855 Industrial street, Los Angeles. This is a direct factory branch, under the personal direction of L. P. Naylor, who was previously sales manager of the company at Newark, N. J.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

STRONG

WHAT GOOD IS A BEAUTIFUL THEATRE if you haven't Proper Projection?



STRONG

HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMP

Eliminates the troublesome relay arc control, is economical of current and carbon, ball bearing arc control feeds the carbons continuously as consumed, accomodates full 8 inch trim without resetting carbon, has widely spaced bearings which assure perfect alignment throughout entire trim.

For Sale by Independent Supply Dealers

The Strong Electric Corporation

2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

Schenck Frowns Upon Hughes-Goldwyn Gab

New York — Denying as "utterly ridiculous" reports that Howard Hughes was dickering for Samuel Goldwyn's interests in United Artists, Joseph M. Schenck has issued the following statement:

"Such report is ridiculous. On the contrary, I hope to be able to make arrangements with Mr. Goldwyn to head production activities of United Artists for 1932-33 as soon as he arrives here November 15.

"Production activities at United Artists will be resumed January 15 when shooting will start on 'Sons o' Guns,' an Al Jolson starring picture on which a lot of money had been spent this year just before Jolson left the coast to star in 'Wunder-Bar'.

"While the Jolson picture is being shot, preparations will be made for filming Eddie Cantor's next one, an adaptation of his own story, 'The Kid From Spain.' There will be three or four Caddo pictures and one from Ronald West.

"In addition to this," concluded Schenck, "we are advised that Charlie Chaplin is working on a story in Europe and may make a picture over there for us. Mary Pickford is looking for the right kind of a story and if she finds it we will have at least one from her. Plans are being made to release a film featuring Douglas Fairbanks' South American air jaunt, so it looks as if Mr. Goldwyn will be a busy man in the two years following January 15, provided I can make the deal, and I believe I can."

Speed Relief Plans

(Continued from page 7)

of the committee, it was decided at the second enthusiastic working meeting. "The Committee," it may be revealed, is fifteen of the industry's crack advertising men.

In addition to formal adoption of a seal and of the slogan "Give Him a Lift," the advertising committee has designated committees of one to prepare various phases of the exploitation. This will be free to exhibitors.

In New York City the city committee of motion picture exhibitors has been in active contact with representatives of the New York City Emergency Unemployment Relief Committee, headed by Harvey D. Gibson. Mr. Charles O'Reilly, chairman of the motion picture industry's New York City committee, has secured consent of all circuit theatre heads and independent exhibitors to display the Gibson Committee poster, bearing the slogan, "I will Share," in New York motion picture theatre lobbies. Theatre programs will carry slug lines aiding the Gibson committee. These and other forms of co-operation are in addition to elaborate plans for exploitation of National Motion Picture Week and the special benefit performances that New York picture houses will give on some day between November 18 and November 25.

More than 300 city committees of motion picture exhibitors are now organized and at work.

Simmons Scenario Sold

New York—"The Collins Mystery," authored by Mike Simmons, has been purchased by George W. Weeks, president of Sono-Art Productions. This latest Simmons' scenario concerns a topic which has been occupying columns of newspaper space all over America. The story revolves around a fabulous crime committed on a cabin cruiser in Long Island sound.

Arbitration's Return

(Continued from page 7)

than subject the disputants to civil court proceedings.

In many territories it is believed the system—and in some instances even the announcement—will have a decided effect on existing or proposed litigation.

Pathe Edison Special

New York—Motion pictures of Thomas Edison in various phases of his career were shown by Pathe News in theatres throughout the country on Sunday morning, a few hours after the great inventor's death. David Sarnoff, president of Radio Corporation of America, opens this special supplement to the current issues of Pathe News with a fine tribute to the genius of the eminent scientist.



SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(Chapter Four)

"COMEDY PRODUCTION"

LAUGH and the world laughs with you. Trite but true. Yet, because a laugh scores with each of us, a laughing screen brings laughs to your audience and a pure comedy farce, properly exploited, draws a box office receipt which makes the grumpiest of managers smile. Especially in these so-called times of depression (if there is such an animal) a laugh in time will very often turn an empty theatre into a jammed house and turn the tide to increase the flow of good-will of your theatre.

Be cautious and make sure your production is a genuine laugh-provoking one produced for that purpose, rather than a romantic or other type feature, possessing comedy situations. The latter cannot be truthfully classified as the pure comedy farce type and if advertised as such, will not only be a misrepresentation, but will suffer the collapse which usually befalls a production misrepresented by the exhibitor in his advertising and exploitation.

We must first recognize the fact that all productions using comedy are not comedy productions. Comedy relief is necessary in the most dramatic productions and appears throughout many romantic features, yet the productions may not be of the comedy type. Comedy farce type denotes pure and simple comedy throughout. There are no half-way comedy productions that should be exploited as comedy farces. Dramatic sequences may heighten the comedy, but either the story of the star must have one aim in comedy farce and that is to make the audience laugh.

With this in mind, our next step is to follow the successfully tried rule—"shoot the works" on the pure comedy farce, tuning our advertising to a merry-making pitch, all the while watching carefully that we can show proof of our statements. A certain amount of privileges and liberties may be taken with selling our comedy production, as the main thing we are selling is the obvious fact—laughs, and the popular conception of what signifies laughs spreads over a wide range of subjects, movements, words, actions, etc.

For a comedy farce production, we will get down to work and exploit Columbia's "Rain or Shine," starring the comedian, Joe Cook.

Having called our staff together, we carefully dissect the press book and find a world of successful ideas.

Special Week — We inaugurate a Laugh Week, using a strong tinkling of the circus angle as a background. We order twice our usual amount of accessories well in advance.

Newspapers—A contest on the best jokes of the day is run under the heading "Jokes as Joe Cook Would Tell Them". We also plant photographs and biographical sketches of Cook, as well as reviews telling of the success of "Rain or Shine" on Broadway. We offer an idea to the classified manager of the newspaper to tie-up with us on the classified page and use "Rain or Shine Humor-ads" suggestion contained in the press book.

We next plant our newspaper advertising campaign and we bang away, letting the large head of Joe Cook dominate the copy. We follow the teaser campaign from the press book and use all the punch lines recommended.

Advance Trailer—We flash an advance trailer on the screen and in addition, a special made up trailer announcing the coming of our Laugh and Carnival Week a week before the opening.

Decorations—Our artist plans a comedy front. We take 24-sheets, on which Joe Cook's head predominates and make large cutouts of it. We decorate the front as a carnival affair. We place pennants and balloons throughout the theatre. We build the complete front with comedy cutouts of this star. The exterior and interior of the theatre is full of comedy life, pep and joy. Color and lights are used in abundance.

Outdoor Advertising — Because of the striking laugh paper, we secure as many good 24-sheet locations as possible to cover. A good order of threes and singles are placed in choice spots. We are firm believers in billboard advertising if properly located.

Street Bally—For a laugh sensational street bally, we buy an old junk Ford and paint all sorts of funny gags and on top of it we place a large banner reading "One of Joe Cook's Inventions—See the Laugh of All Time 'Rain or Shine' at the Blank Theatre". We also attach an amplifier in front of the theatre and play the laughing record. Likewise we have a parade of six boys wearing raincoats carrying umbrellas with copy "We Are Ready For 'Rain or Shine' with Joe Cook".

Merchants — Newspaper Tieup We see the manager of display at the newspaper and submit tieup stills and he is successful in getting a full page tieup with us with local merchants, each ad being headed with "Joe Cook Says For the Best (Product) Do So and So". He also runs a contest with the radio dealers in town, in which they offer a free radio, and the public is asked to give the highest temperature and how many inches of rain will fall on blank day at blank time. The dealers participate for the replies from this contest, which are given them to use as a mailing list.

Aeroplane—An aeroplane flies lowed over town with banners on the plane reading "Rain or Shine—Use a Curtiss Wright Aeroplane". The plane is furnished gratis because of the tieup.

Milk Bottle Tieup—We arrange with a dairy house to insert around the bottle neck a dodger reading "For the Health of the Year, Drink Clover Milk—For the Laugh of the Year, See Joe Cook."

Book Store Tieup — On the strength of Joe Cook's book, "Why I Won't Imitate Hawaiians," every book store gives us full window display.

Taxicab—Tire covers are used by all Yellow Cabs with copy "Rain or Shine, Use Yellow Cabs and See Joe Cook in 'Rain or Shine' at blank theatre."

Laugh Insurance Policies—Tieup is made with insurance dealer in town, whereby he printed and distributed small miniature insurance policies guaranteeing plenty of laughs at blank theatre. For credit lines, he bears all the expense.

Kiddies Parade — A free matinee is arranged for the orphanage, in return for which the kiddies are to parade through the streets to the theatre. This received good newspaper publicity.

Jumbo Telegram Stunt—Large Jumbo telegram reproduced from the miniature telegram is presented to the mayor of our town, inviting him to laugh with Joe Cook. This also received special publicity in the paper.

Telephone Gag — Telephone company installs a miniature switchboard in a downtown window location, where four girls are seen telephoning people of the town. Large cards read "Rain or Shine, Use the Eastern Telephone Company's Line and See Joe Cook in 'Rain or Shine.'" Other cards read "These Girls Are Notifying the People of Our Town by the Fastest Means Possible That 'Rain or Shine' is Playing at Blank Theatre."

Give Aways—Tieup is arranged with a local peanut concern whereby small bags of peanuts are distributed with the copy "Joe Cook Says—For the Laugh of Your Life, See Me in 'Rain or Shine'—For a Healthful Life, Eat Peanuts."

The result of our work was gratifying, both as to the box-office received from capacity houses and untold goodwill the theatre gained. We had simply told the town Joe Cook was here to make them laugh—and he did.

Hurdy Gurdy for "Sidewalks" Film

AN exploitation gag that created much word-of-mouth comment in connection with "Sidewalks of New York" at the State Theatre, Minneapolis, was the utilization of an old-time hurdy-gurdy which ground out music on the busy loop corners.

The musical contraption was mounted on a platform and wheeled about town by a typical Italian character. The piece, "Sidewalks of New York," was played frequently.

Plan Ads Carefully

"Remember your advertising reflects your theatre. Plan your ads carefully. Have the pictorial sections of your layout sell. Infuse life and selling lines in your copy—have your ads stand out on the page just as you want your theatre to stand out in your community. Spend plenty of time in the preparation of your ads. Do not be discouraged if your budget is small and you cannot afford to splash. Remember that the carefully thought out small ad draws more surely than a large ad carelessly constructed." — Publix Opinion.

PICK OF THE PRESS SHEET

Christy Walsh "U" Sport Reels

ARRANGE with the local paper to sponsor a questionnaire contest, offering prizes for the first ten correct answers to the following questions. The local sports editor can judge the correctness of the answers and also provide additional questions in the event the contest is continued for additional days. Here are the questions:

1. Who was the outstanding football quarterback for the 1929 and 1930 seasons?

2. Who were the famous "Four Horsemen" and on what team did they play?

3. Can you describe three of the famous plays of the 1930 season?

4. What famous coach succeeded the late Knute Rockne at Notre Dame?

5. What University team uses the "Military Shift" in its football games?

6. What represented the East and the West in the Intersectional games last year?

7. Can you name five men on the All-American football team of 1930?

8. Who are the "Big Three" in football?

Skyline Shots For "Skyline"

WHEN exploiting Fox's "Skyline" an idea is to have local photographers take snapshots of your skyline, with the best photo or best two winning a suitable award.

The awards might very well be kodak cameras, supplied by your local camera shop, which also gets a break on the publicity. Its windows could be appropriately dressed with pictures of New York's famous skyline, with the prize cameras in the center, together with a card pertaining to the contest and your showing. You could also allot a part of your lobby to the same type display as well as flash the contest on your screen. The contestants might be asked to send in extra prints for a lobby blow-up.

Homeliest Dog Contest a Wow

OF course, there is a dog in First National's "Penrod and Sam". Offer a prize to the boy who owns the homeliest "good-looking dog" in your city. No dog is barred, be he big or little, thoroughbred or just plain dog. Appoint a time to have the dogs judged at your theatre. Get some public official to help in the judging. When the crowd with all the boys holding on to their dogs has assembled under your marquee have a photo taken of it. One crowd collects another.

24-Hour Service for "24 Hours"

IN selling Paramount's "24 Hours" remember that every community has a taxi company, a restaurant, a garage or service station, a valeteria, a druggist, an ambulance branch, or other establishment proud of the fact that it gives heed to calls, "24 hours out of every day".

Likely you'll find any of them amenable to circulating an advance salvo for your show, if you print your message on one side of a little business card, the other side of which carries a plug for the co-operating firm.

Connection: "24 Hours, at the Rivoli, is perfect drama; while Mobeel's give perfect service to stranded autoists, 24 Hours out of every 24."

Snake Stunt for "Snakes Alive"

ONE of the suggested exploitation stunts for the first of the Booth Tarkington Vitaphone shorts series will cause many adults who see it to smile in recollection of their kid days. The opening number of this series is entitled "Snakes Alive!" Quite naturally the exploitation stunt deals with snakes, or at least, with the average small boy's ideas regarding them. The stunt was really suggested by Penrod in the picture.

Invisible Goldfish

IN advance of the showing of the four Marx Brothers' "Monkey Business" at the Stanley Theatre, Pittsburgh, John H. Harris, zone manager, had one of the "nuttiest" lobby attractions in capitvity. It was a large fish bowl with this sign: "In visible Goldfish, favorite pets of the 4 Marx Bros."

Of course there were no fish in the pond; but at regular intervals attendants would approach the bowl, point out the "invisible" fish and then "feed" 'em. One skeptical woman was seen to roll up her sleeve and put her hand in the water to feel for the little "pets."

This stunt, at a very small cost, was one of the most laughable gags of the season.

Clipper Ship Model Contest

COLUMBIA'S "Shanghaied Love" is a story of clipper ship days. An excellent exploitation stunt is a ship model contest. Rewards should be offered for the best models of an old sailing ship such as is used in the picture. In order to tell just what the boat is like the boys will have to attend your showing. Have each boy register as competing when he sees the show and give him an entrant's ticket.

TREMENDOUS CAMPAIGN ON "THE DREYFUS CASE"



ADVERTISING heavily in advance, Columbia's "The Dreyfus Case" was doing good business in its eighth week at the Warner Theatre on Broadway. Above photographs show the great advertising campaign that accompanies the run.

Lesser to Produce on Royalty Basis

The outline of an ambitious plan to produce motion pictures under the royalty system long in vogue in theatrical production has been announced by Sol Lesser, for many years prominently identified with the motion picture industry in the production, distribution and exhibition fields.

At the same time Lesser announced his resignation from the post which he has held for the last six months with Universal as assistant to its president and vice-president respectively, Carl Laemmle, Sr., and his son, Carl Laemmle, Jr.

Lesser has organized and is incorporating under the laws of Delaware a new producing and distributing company to be known as The Motion Picture Guild of America, Inc. Lesser is president; Nathan Burkan, who drew up the incorporation charted, is acting as attorney for the new concern.

A change in the manner of compensating authors and directors, as applied to motion picture production, will be made. The immediate result to be effected will be the participation of authors in the profits accruing from pictures made from the stories which they have written; and a concomitant freeing the producer from the necessity of tying up huge sums of money in the complete payment in advance for stories which may or may not be produced, and in salaries to expensive staffs of writers engaged in the preparation of stories and scripts.

Lesser, explaining his plan, said: "In the first place, we are fully financed, and are not looking for further capital. It is one of the advantages of the new method which I intend to follow that the capital investment of the producer is not tied up over long periods to anything like the same extent that it is under the method the studios are now following.

"The details are too long to permit our going into them fully, but I may state that our plan generally embraces the following features:

"First: The advance payment outright to the author of an adequate sum of money as an option on a story under favorable consideration.

"Second: The full participation of the author in the preparation and actual filming of his story. This will be done under an agreement whereby a stated sum for transportation and living expenses will be paid the author during the production period.

"Third: The participation of the author in the products of production. This will be under a sliding scale based on the gross receipts of the picture's sale or rental."

Levee Heads Academy

Hollywood—M. C. Levee is the new president of the Academy of M. P. Arts and Sciences. Conrad Nagel was elected vice-president. Other officials named are: Fred Niblo, secretary; Frank Lloyd, treasurer; Frank Capra, Max Ree, Benjamin Glazer, Levee and Nagel, board of directors; Clinton Wunder, executive vice-president, and Lester Cowan, executive secretary.

McConnell to Produce

Hollywood—Production and distribution of serials in partnership with an unnamed West Coast producer is planned by Fred McConnell, who recently resigned as short subject sales manager of Universal. McConnell has specialized in sale of serials, at one time being in charge of serial production for the Laemmle organization.

Menjou Cast

Hollywood—Columbia has signed Adolphe Menjou for an important role in Barbara Stanwyck's "Forbidden." It will be directed by Frank Capra.

Hughes Cast

Hollywood—Lloyd Hughes has been signed for the featured juvenile role in Columbia's "Unwanted," adapted from the legitimate drama by the same title. Louis King is directing.

Block Asso. Producer

Hollywood — Ralph Block has been named an associate producer at the Columbia studios.

RULES ON LEASE

Supreme Court Clarifies a Lease Point

Brooklyn—Denying petition of Rosen Bros. to allow to take possession of the Grand Theatre, Judge Dodd of the Supreme Court, Kings County, ruled that a lease for a theatre which becomes operative at the immediate expiration of the old lease, although it is a separate contract, is nevertheless an extention of the old lease.

Judge Dodd also granted a counter-claim to Chesnius, owner of the house, giving him damages for destructive treatment of his theatre.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT OR SALE

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

WE OFFER subject to prior sale the following: 10 Samon Constant Impedance Faders with dummy, list at $225 each, special $25 each; 25 Wright DeCoster No. 107 Dynamic Speakers, list at $72.50, special at $22.50 each. Many other sound equipment bargains. Above prices cash with order. Northern Theatre Supply Company, 19 Glenwood Ave., Minneapolis, Minn. 11-3

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. eow

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT FOR SALE—Con'td

5,000 BRAND NEW spring opera chairs at the greatest savings in prices ever offered. Fully 50 per cent below present prevailing prices while they last. A great opportunity. C. G. Demel, 845 South State St., Chicago. c11-17(4)

SPECIAL FALL BARGAIN—Six rebuilt Simplex projectors less lamphouses. Only while they last $225 each. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. tf.

THEATRES FOR SALE

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

THEATRE—Town 5,000; extraordinary bargain for quick disposal. B-384, Associated Publications. 11-10

FOR LEASE — In Norwich, Conn., theatre, six hundred seats capacity. Reasonable rent, length of terms to suit lessee. J. A. Cunningham, Thayer Building, Norwich, Conn. 10-27

Bushell Signed

Burbank — Anthony Bushell, at present to be seen on the screen of the Winter Garden in First National's picturization of "Five Star Final," has just been signed to a new long term contract by executives of that producing company, according to latest word from Hollywood. On the strength of his performance in the newspaper film, as well as in certain other recent pictures, Bushell will be a regularly featured player in both Warner Bros. and First National productions, with the prospect of star rating to follow. Other of his most recent appearances have been in support of Douglas Fairbanks, Jr., in "Chances" for First National and with Dolores Costello in "Expensive Women" for Warner Bros. The last-named film has not yet been released.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002



This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW ~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for _____

covering _____ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name _____

Theatre _____

Town _____ State _____

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

HARMONY

(Through Understanding)

is the Keynote to PROGRESS and PROSPERITY for ALL in this industry.

THAT'S OUR AIM!

Associated Publications, Inc.

FOX WEST COAST THEATRES

LOS ANGELES, CALIF.

October 16, 1931.

Mr. Ben Shlyen, Editor-in-Chief,
Associated Publications, Inc.,
4704 East 9th Street,
Kansas City, Missouri.

My dear Mr. Shlyen:

I just finished reading the Publisher's Page in the October 13th issue of The Reel Journal, titled "A Plea For Harmony." Your page was timely, true, and covers a serious question and problem of theatre owners and managers today.

Mr. Shlyen, you have given facts that should open the eyes and minds of all and today of all times, harmony-cooperation and understanding of the theatre man's problem should be the combined thought of all employers, union and house staff.

To understand and not profess ignorance (correctly used in this instance of ig-norance) of the fact that two men are not required in the booths should be the attitude of the operators. The problem is theirs as much as the theatre man's, his progress and success is the operator's.

Again I say to you, your page was splendid! More articles of this kind will bring results and let the light penetrate where darkness now curbs progress.

Very truly yours,

FOX WEST COAST THEATRES

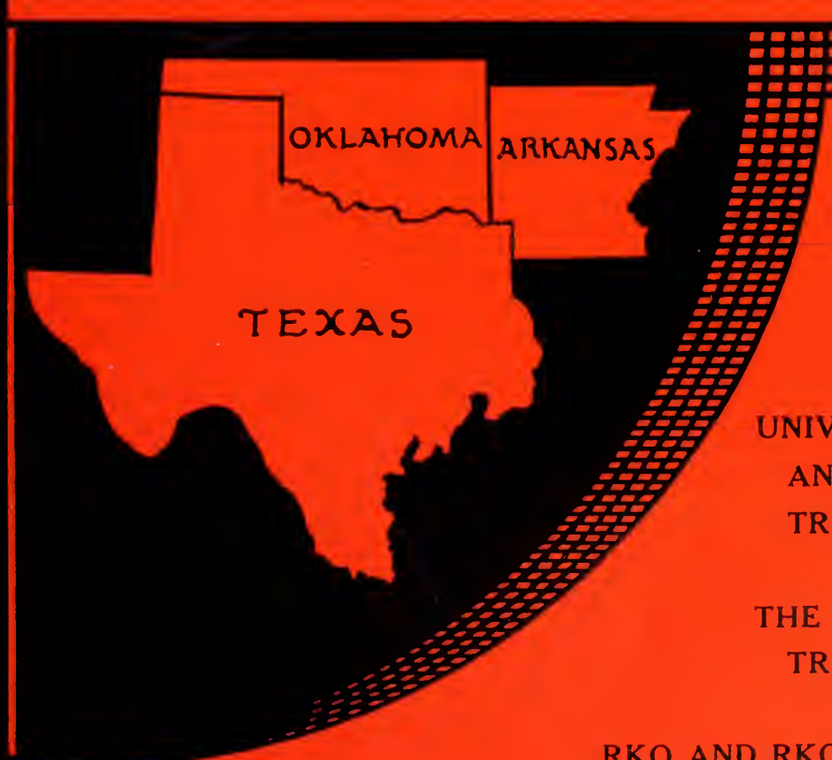
(Signed) *W. H. Lollier*

Home Office Representative.

WHL:M.

NOV. 10, 1931
VOLUME VIII NUMBER 9

MOTION PICTURE TIMES



UNIVERSAL CLOSES SAN ANTONIO BRANCH; DISTRICT BOOKING PLAN.

THE MOMAND - GRIFFITH TRIAL IN SHAWNEE.

RKO AND RKO-PATHE ADOPT THE TWO-IN-ONE POLICY

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE

As One Voice The Motion Picture Industry Cries —



WE WILL SHARE!

AND the greatest cooperative move since war days sweeps every unit in this vast industry into line to answer the appeal of the needy. National Motion Picture Week, with its benefit performances in every community for the assistance of local unemployed, will reveal the heart of Motion Pictures.

A press sheet with full details on how to put over local benefit campaigns is on the way. Posters and other accessories that will sell your benefit tickets to your public are coming. Every item necessary to put over National Motion Picture Week is provided free.

Are YOU Doing YOUR Share?

If *you* have not yet started plans for *your* benefit performances, get in touch with *your* local relief committee NOW.

▲ ▲ ▲

Following are Chairmen of District Motion Picture Committees. For information, address Chairman of your District.

L. H. Keene, Fox Theatre, **ATLANTA** . . . Martin J. Mullin, 60 Scollay Sq., **BOSTON** . . . J. H. Michael, 505 Pearl St., **BUFFALO** . . . H. H. Everett, 505 W. 4th St., **CHARLOTTE** . . . Felix Mendelssohn, 1325 South Wabash Ave., **CHICAGO** . . . George A. Smith, 1214 Central Parkway, **CINCINNATI** . . . Fred Desberg, Loew's State Theatre, **CLEVELAND** . . . J. J. Friedl, Melba Theatre Building, **DALLAS** . . . Harry E. Huffman, Aladdin Theatre, **DENVER** . . . Lester F. Martin, Nevada, Iowa (for **DES MOINES** district) . . . H. M. Richey, 608 Fox Theatre Building, **DETROIT** . . . Charles R. Metzger, 315 Chamber of Commerce Bldg., **INDIANAPOLIS** . . . Arthur H. Cole, 1800 Wyandotte St., **KANSAS CITY** . . . Mike Rosenberg, Washington at Vermont Ave., **LOS ANGELES** . . . M. A. Lightman, 409 South Second St., **MEMPHIS** . . . Sam Sherman, 732 W. Second St., **MILWAUKEE** . . . W. A. Steffes, Pence Building, **MINNEAPOLIS** . . . Arthur Horn, 134 Meadow St., **NEW HAVEN** . . . H. F. Wilkes, 221 S. Liberty St., **NEW ORLEANS** . . . Charles L. O'Reilly, Times Building, **NEW YORK CITY** . . . Pat Magee, Criterion Theatre, **OKLAHOMA CITY** . . . L. R. Pierce, RKO-Orpheum Theatre, **OMAHA** . . . Joseph Hebrew, 1225 Vine St., **PHILADELPHIA** . . . F. A. Bell (Temporary Chairman) 209 Clark Bldg. **PITTSBURGH** . . . Floyd Maxwell, Paramount Theatre, **PORTLAND** . . . Fred Wehrenberg, 2708 Cherokee St., **ST. LOUIS** . . . W. F. Gordon, 212 E. 1st St. South, **SALT LAKE CITY** . . . Thomas D. Van Osten, 25 Taylor St., **SAN FRANCISCO** . . . John Danz, 205 Empress Building, **SEATTLE** . . . John J. Payette, Earle Theatre Building, **WASHINGTON.**



The following contributed in the presentation of this advertisement

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City Photo Engraving Corporation
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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Radio-Pathe to Merge

Depinet, Callaway and Harrington on Top As Local Offices Combine; Blumenthal Quits.

On the heels of a report that RKO and RKO-Pathe would consolidate their studios, the Dallas market has learned the definite news that branches of the two companies will merge into one immediately. In Dallas the shift is all set except that of location. It was not known up to press time whether the combined office would be in the RKO location or in the RKO-Pathe location. Indications, however, pointed to the latter.

In the merger, affecting this territory, it is definite that Ned E. Depinet, former Dallas film man, will remain as general sales manager. W. E. Callaway holds

(Continued on page 4)

Ed Blumenthal Quits

After ten and one-half years with one company, Ed Blumenthal, south Texas veteran of RKO, threw up his job Saturday, as details of the merger reached Dallas and as re-assignments of territories were made. Blumenthal's first job in the film business was with Triangle with P. K. Johnston under A. E. Fair. He worked next for Robertson-Cole, the original company from which RKO developed. He went on with Robertson-Cole through the FBO deal and on in to RKO.

Blumenthal held an enviable sales record with his company and won several trips and trophies as well as prize money for high national standing.

He plans to visit the home folks in San Francisco for a few weeks and then take an extended trip, returning to Dallas in the spring, where he owns several pieces of property.

Momand-Griffith Case Dismissed

Defendants Win As Demurrers to State Evidence Upheld in Federal Court.

(Special to Motion Picture Times)

Shawnee—Defendants in A. B. Momand's and the State of Oklahoma's anti-trust suit were victorious Monday when demurrers to the state evidence were sustained and the case dismissed in Federal court.

Momand alleged a conspiracy in restraint of trade existed among 24 distributor and theatre firms and two individuals. He asked damages of $2,404,468.45 in the suit filed in the Federal court, April 17, last.

In his petition Momand claimed his holding companies had been forced to close or sell several theatres because of the alleged combine. He charged the defendants with organizing the Motion Picture Producers and Distributors Association and electing Will H. Hays to restrain trade in

(Continued on page 4)

TOPA to Dallas

One-Day Convention Is Set for Baker Hotel in Dallas, November 30, Walker Announces.

After a committee meeting in Dallas Monday, Judge Roy L. Walker, of Lampasas, president, announced that the Theatre Owners Protective Association, Texas exhibitor body, would stage a one-day convention at the Baker Hotel in Dallas on Monday, November 30.

The Monday session was not a directors' meeting, but a special committee meeting called to plan the coming convention program, Judge Walker said.

Following the meeting there will be a banquet at night for which no cover charge will be made. All exhibitors attending and their invited friends are privileged to attend the banquet.

(Continued on page 12)

M. P. AIDS EN ROUTE

Relief Accessories to Arrive Next Week

Advertising accessories covering Motion Picture Week, Nov. 18 to 25, to be used in connection with free shows to be given in Texas November 21 for the benefit of unemployed, will be received in Dallas next week, according to Don C. Douglas, secretary of the District Committee in Dallas, which body is in charge of relief work in co-operation with the Hays office.

A three minute talk by Eddie Cantor will be the trailer for the week. A sixteen page press book will be furnished. Ones, threes and four sheets will be included.

All orders for accessories should be sent to the District Committee, care Dallas Film Board of Trade, 2009½ Jackson St., Dallas.

Twelve first-run theatres in twelve key cities of Texas are all set to run special benefit performances on Nov. 21. A number of smaller town theatres are completing plans for a similar program.

National Theatre Supply Company is handling the tickets for the special unemployment performances in co-operation with the ticket manufacturers.

Brown Visits

L. B. Brown, of the Regal and Ritz at Gatesville, who says he goes fishing three times a week and would go more if he could get off, was in Dallas Monday with his booking chart, an invention of his own which he has carried about the Row since he started coming to Dallas. He was also figuring on all A. C. sound equipment.

Three San Antonio Houses to Underwood

The Uptown, Highland Park and Harlandale, neighborhood theatres in San Antonio, operated by Community Theatres, Inc., have passed into the hands of W. G. Underwood, of Dallas, and associates, it became known the end of last week. The Community theatres were owned by John T. Wilson. They are practically new theatre plants, built about three years ago, and are modern.

Fred R. Hansen, an associate of Underwood for many years, left Dallas last week for San Antonio in connection with audition work on the deal.

Several months ago Underwood bought controlling interest in the Palace at San Antonio, first run downtown house, and the venture is reported to be successful under the management of Uncle Joe Luckett.

The Community deal is looked on as a fore-runner of other substantial pursuits in the theatre field by Underwood and associates since he disposed of his heavy interests in R. & R.

Universal Closes Its San Antonio Branch

Uncle Carl's San Antonio branch was closed down last Saturday in San Antonio as a sales office for Universal films covering the south Texas territory, but a shipping depot will be maintained there for the quick dispatching of prints.

Universal for many years has maintained two Texas exchanges. One operated in El Paso about five years ago when the branch was moved to San Antonio. L. C. Baxley, just recently a Benedict, and manager of the S. A. branch, is back in Dallas after the closing, and is smiling as if nothing had happened.

In the Dallas exchange a minor change has been put into effect in that the central booking department has been discontinued after a trial of several months. The plan as it worked in this territory is said to have proved unprofitable, the reason probably being that Texas covers too much ground for the switching of prints from one territory to another and from one branch to another in order to give a speedier service on playdates. In other territories, however, the central booking plan is said to have worked with succes.

Roach Signs Comedian

Culver City—Billy Gilbert, former stage character comedian, has been signed to a long-term contract by Hal Roach.

Radio-Pathe

(Cntinued from page 3)

his territories as southern division manager of the two companies. L. E. Harrington is the branch manager in Dallas.

A. M. Avery, manager of the RKO-Pathe branch, becomes salesman in the south Texas field along with W. B. Wesley.

In Oklahoma City, Ralph B. Williams, also a former Dallas film man, and the RKO-Pathe manager there, becomes manager of both companies. Sam Benjamin, RKO manager, is reported to have resigned.

In Memphis, P. M. Baker is the manager, and Sol Sachs, RKO-Pathe manager, will take a selling territory.

Wellman Signs

Hollywood — William A. Wellman has signed a new long-term contract as a director for Warner Bros. and First National.

Dismiss Momand Suit

(Continued from page 3)

commerce between the several states.

Momand sued under the Oklahoma anti-trust laws, the district court of Shawnee on October 1 upholding the state against the film and theatre trust defendants for special violation of the anti-trust laws. At that time District Judge Hal Johnson overruled the defendants' demurrer in the evidence and set hearing for October 12. On that date the case was continued to November 8.

Jack Pickens, who is building a new theatre in Corpus Christi, was in town this week in connection with the venture. Pickens appeared in fairly good spirits after being caught in a San Antonio bank failure. Friends claimed the reason was that he didn't have all of his money in one bank but had distributed it in several.

The theatre owner who operates a comfortably cool house is almost always more successful than some of his fellow exhibitors who treat the matter of cooling lightly.

Buffalo Air Washers
and **Distributing Units**

BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas

Ranking High in the Replacement of Other Equipments

UNIVERSAL SOUND ON-FILM

WITH ALL A. C. OPERADIO AMPLIFICATION

WILL IMMEDIATELY BE INSTALLED
IN

THE CRISS THEATRE
ARP, TEXAS
Owned by Mrs. G. W. Hubbard,
Managed by J. Featherstone.

Join the "Universal All A.C. Club" of Sound Satisfied Theatre Owners Now.

OPERADIO
All A. C. Amplification
makes UNIVERSAL Equipment a still greater success in hundreds of theatres.
OPERADIO can be added to any sound-on-film for better results.
HERBER BROS. & WOLF
Distributors DALLAS

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.
313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS



With ERPI service you avoid this "UP *and* DOWN"



Unless sound equipment receives regular service, *expenses shoot UP* — for repairs and replacements — *receipts slide DOWN* along with the quality of sound you will be giving your patrons.... ERPI Service Engineers protect you against this Up and Down of improperly serviced sound equipment — a protection that is a real economy. . . . These engineers are trained in the Bell System practice of preventing breakdowns that come with the wear and tear of time. . . . ERPI's constant watchfulness saves money and produces profits. It enables your Western Electric equipment to deliver uniformly good sound for the life of your contract.

Western Electric SOUND SYSTEM

THE VOICE OF ACTION

Northern Electric in Canada

Distributed by

Electrical Research Products Inc.

250 West 57th Street, New York

THE PUBLISHER'S PAGE

That "Old Dabil" Protection

THE protection problem, that dates back almost to the very beginning of this far-flung industry, is still a problem in many sections of the country. In some zones it has been settled satisfactorily, as near as such settlement is possible, while in others it is an even greater bone of contention than it was a few years back. Perhaps one definite system cannot be applied successfully to the entire country. But it does seem feasible that a basic plan, subject to local conditions, can be devised that will for all time settle this perpetual controversy between first run and subsequent run houses.

FIRST run houses are blaming the drop in business to short protection time. They claim that they suffer a big loss in patronage when people decide to wait three or four weeks or longer and see the same films for from 40 to 50 per cent less admission. It may affect their attendance some, but we'll wager that it is slight. Those people who make it a habit to go downtown for their motion picture entertainment don't let price figure into the matter. They like to see their films first and usually make it a practice to take in a downtown show once or twice a week. The younger set and transients, of course, figure heavily among first run patronage. And here the attraction and not the protection determines the attendance.

FIRST run houses by virtue of the rentals they pay for the privilege of having the first showings of pictures deserve a fair amount of protection over subsequent runs. First run showings, because of the advertising the large houses generally give them, have a value to subsequent runs. But that advertising loses its value when the subsequent run houses are forced to wait too long for play dates.

THE majority of the circuit houses that seek longer protection are producer-controlled. Granting that too little protection would cut into the receipts of these circuit houses, the admitted shorter life of the talking production as compared to the silent film makes it expedient that all bookings be completed at a faster rate. In other words, it is to the producers' advantage to not permit excessive protection.

TOO, it would seem that the percentage booking system would dictate in favor of shorter protection time. With subsequent run houses gaining from a closer follow-up to the first run advertising that is done the producers will gain proportionately in their share of the increased grosses.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

The Football Picture that DARES to be Different!



"TOUCHDOWN!"

Richard ARLEN — Peggy SHANNON — Jack OAKIE — Regis TOOMEY — Charles STARRETT



Here IS football! All the super-thrills of the big game. All the problems, hopes, disappointments, dangers and triumphs that make football what it really is. Together with uproarious comedy. And the most unusual and entertaining love story ever. Preview audiences actually cheered wildly! It's big money for you all right! Directed by Norman McLeod. From Francis Wallace's novel "Stadium".

PARAMOUNT

Radio And Pathe Merger

QUALITY, NOT TYPE, NEEDED

Warner-Columbia Buy

Big Booking Contract, Totaling $2,000,000, Assures Latter of Major Representation in 1932.

New York—Columbia Pictures Corporation is assured major representation throughout the country through a deal with Warner Theatres. A booking contract involving $2,000,000 places Columbia's 26 features and 16 outdoor dramas covers the entire circuit. Key runs, first runs and other runs are included.

Columbia has previously closed deals with Publix, Fox and RKO.

HI-LITES IN THE WEEK'S NEWS

New York—Willard C. Patterson has been assigned by Dan Michalove, head of Warner Theatres, to take charge of the deluxe stage shows and vaudeville programs for the circuit's big houses.

New York — Paramount Publix consolidated net earnings for the first nine months of this year were $7,293,000, and $1,550,000 for the three months ending October 3. This equals $2.32 a share for the nine months.

Hollywood—Alfred E. Brandt, controller at the Columbia studios and brother of President Joe Brandt, died here November 3 after a lingering illness. Joe Brandt has been with his brother for the past month.

New York—Establishment of an office in Europe by the Hays organization to aid American distributors in marketing their wares abroad, has been suggested to Will Hays by Curtis Melnitz, producer. Hays has taken the matter under advisement.

New York — Pathe Exchanges, Inc., and subsidiaries, report loss of $92,000 during the quarter which ended October 3.

Washington — Vice-president Charles Curtis has accepted an invitation to attend the annual awards banquet of the Academy of M. P. Arts and Sciences to be held in Hollywood, November 10.

Tiffany Shorts Deals

Hollywood — A deal has been closed by Educational Film Exchanges, Inc., with the Fox West Coast Theatres, whereby Tiffany's entire Football for the Fan Series will play in approximately 200 of the circuit's houses. The Trans-Lux Theatres in New York have also closed for each of the six subjects in this gridiron series. In addition, the Publix deluxe theatres in both Rochester and Syracuse are showing the six subjects in the series in six consecutive weeks.

Levy to Adapt

Universal City — Benn Levy, author of "Mrs. Moonlight" and adoptor of "Waterloo Bridge," is to adapt one of four stories which Universal intends to make as specials. They are H. G. Wells' "The Invisible Man," Oliver La Farge's "Laughing Boy," Erich Maria Remarque's "The Road Back" and "Once in a Lifetime."

Outstanding Films Hit Regardless of Type, Checkup Shows; Stars Important.

Quality and variety of pictures are of more importance than type, a nation-wide survey by ASSOCIATED PUBLICATION reveals:

"Names" Important In New England

Boston—From inquiries among the exhibitors and bookers at the various exchanges there seems to be a decided choice of lighter comedy dramas. However, most of the exhibitors questioned said that any type of picture that had names worth anything at the box office were what they wanted most of all.

Comedy, Action, Northwest's Dish

Minneapolis — Comedy and action pictures still are most in demand among Northwest exhibitors because that's the sort of screen fare their patrons want, according to the latest Movie Age survey. The survey reveals that:

(Continued on page 13)

Statistics Predicts Increased Earnings

Realization of a gradual increase of earning power will be possible for the motion picture industry, the October survey of the amusement business for Standard Statistic Corp., informs its readers.

Outstanding factors in the accomplishment of enlargement of gross volume of business, the statistical service lists as follows:

"(1) the probable increase in attendance coincident with general business improvement; (2) continued production of superior pictures at a relatively low cost; (3) increasing outlets in the form of the miniature theatre, home movies and a potential circuit of 16 mm. theatres; (4) further cutting down of time between productions and similar procedure to complete the program of cost reduction, and (5) television."

In the matter of television, Standard Statistics says: "While the strictly long-term influence on the motion picture industry is largely indeterminate at this time, the early stages of its commercialization should prove of temporary benefit to movie attendance. This is because of the probability that the trade can successfully exploit television, as a novelty, in its general introduction to the public. Over the longer term, it would not be unexpected should practical television work toward the restriction of movie attendance. The trade fully realizes this possibility and, while it does not consider television as of major detrimental significance, it already is taking protectionary measures through the association with radio interests which should be well in the forefront of television, when and as it becomes a reality. In the opinion of the trade, these factors, together with the slowness with which television is progressing, should enable the

(Continued on page 15)

Physical Combination Branches, Home Office and Studios Under Way.

New York—Physical combination of the sales and home office staffs of RKO Radio and RKO Pathe, and physical merger of studios and local branches, is under way.

The first moves will be in exchanges, where inspection, financial and other work will be combined under one company head and in one office in each key city. Weeding out of the sales force tarted last week.

The combined companies will be headed by Hiram S. Brown as president, with Lee Marcus as general manager. Latest reports indicate that Ned E. Depinet will be assigned the post of western general sales manager and Charles Rosenzweig as eastern general sales manager. First reports were to the effect that Depinet would be general sales manager, with Rosenzweig as first assistant.

Joseph I. Schnitzer, president of

(Continued on page 13)

RKO BRANCH MGRS.

Officials Selected to Head Combination

The following have been selected as branch managers of the RKO Radio and RKO Pathe combination:

Albany, C. R. Halligan; Atlanta, C. W. Allen; Boston, R. C. Cropper; Buffalo, R. Mochrie; Charlotte, R. C. Price; Chicago, W. E. Branson; Cincinnati, S. C. Jacques; Cleveland, A. Mertz; Dallas, L. E. Harrington; Denver, J. H. Ashby; Des Moines, B. J. McCarthy; Detroit, Nat Levy; Indianapolis, R. E. Churchill; Jacksonville, H. M. Lyons; Kansas City, T. R. Thompson; Los Angeles, J. H. McIntyre; Memphis, P. M. Baker; Milwaukee, A. N. Schmitz; Minneapolis, M. J. Frisch; New Haven, Nat Furst; New Orleans, G. C. Brown; New York, R. S. Wolff; Oklahoma City, R. B. Williams; Omaha, Lou Elman; Philadelphia, Sam Rosen; Pittsburgh, Cleve Adams; Portland, H. L. Percy; St. Louis, R. V. Nolan; Salt Lake City, T. J. Walsh; San Francisco, G. William Wolf; Seattle, E. A. Lamb; Sioux Falls, S. W. Fitch; Washington F. L. McNamee.

The actual physical moving in the various exchange centers will be accomplished in the very near future.

Select A Title For

HOOT GIBSON

Win $50.00

plus a FREE Gibson booking
No Strings Attached!

MONOGRAM in Dallas, Oklahoma and Little Rock has told you right along that exhibitors would be asked to select a title for the last of SIX De Luxe Westerns that Hoot Gibson is making this season for M. H. Hoffman, Jr., with distribution coming through the Monogram exchange.

Gibson went right to work. He made "Clearing the Range," directed by Otto Brower. That was a good western if there ever was one. Then he made "Wild Horse," story by Peter B. Kyne, which was acclaimed to be even better. "The Hard Hombre" was the third Gibson special, followed by "Gay Buckaroo," and instead of the quality waning—the quality went higher. Now Gibson is working on another Peter B. Kyne story as the fifth of the series. He's ready for a title for the sixth. Give it to him. Send in the kind of a title you think is best and one that will pull more business into your theatre.

ANY EXHIBITOR WHO HAS CONTRACTED FOR THE NEW GIBSONS AND THOSE WHO WILL BOOK THEM BEFORE THE CONTEST IS OVER ARE ELIGIBLE TO WIN $50 PLUS A FREE BOOKING ON THE EXHIBITOR-TITLED PICTURE.

THINK OF A GOOD GIBSON TITLE AND SEND IT IN NOW TO THE MONOGRAM EXCHANGE IN DALLAS, OKLAHOMA CITY OR LITTLE ROCK.

Monogram Offers the Greatest Independent Products in Many Years. Get the Monogram Habit Now. It's a Good One.

6 Hoot Gibson De Luxe Westerns
Produced by M. H. Hoffman, Jr. Distributed by Monogram.

8 TOM TYLER Action Westerns

12 Mighty Action Melodramas

8 BILL & ANDY
Bill Cody-Andy Shuford
WESTERNS

34 Productions

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ITS STINGING THEME CATCHES AMERICA WIDE OPEN! . . . Dates Cleared

Over-Night as the Good Word Spreads . . . Big Houses Everywhere on the Line for mid-November Day-and-Date Opening . . . Nation's Newspapers Tied Up to Hit Day in Advance on Same Scale as "Cimarron"

TUNE IN! *"RKO Theatre of the Air" N.B.C. Coast to Coast Network Every Friday Night, 10:30 P.M. New York Time*

WESLEY RUGGLES'
DRAMA OF WORLD CHAOS



They turned creation upside down to make possible the sweetest story of kid devotion ever told . . . Here is artist Frederic Madan's conception of what Ruggles has sent swirling across the screen—the vortex of a mad world with today's bewildered babes struggling valiantly to find a way out!

A CAST IN ITS 'TEENS . . .
PLAYING LIKE BLAZES . . .

ERIC LINDEN, *Boy Sensation of the Theatre Guild,* **ROCHELLE HUDSON, MARY KORNMAN,** *Pick of the Wampas Babes,* **BEN ALEXANDER,** *The Kid of "All Quiet",* **ARLINE JUDGE . . .** *Brilliantly aided by Beryl Mercer, Ralf Harolde, Wm. Orlamond . . . Adaptation and Dialogue by Howard Estabrook, Ruggles' co-Worker of "Cimarron"*

Exhibs Title Sixth Hoot Gibson Film

As a test for their judgment in picking titles for pictures the Monogram exchanges in Little Rock, Oklahoma City and Dallas are ready to receive titles from exhibitors of the Southwest for the sixth and last Hoot Gibson de luxe western, according to Joe Silverman, district manager of Monogram, distributors of the Gibsons for M. H. Hoffman, Jr.

Several months ago it was announced that a title for the sixth Gibson would be selected by exhibitors, and the time has come for the selection, Silverman said.

There's no red tape or strings attached to the proposition. Exhibitors who have contracted for the Gibsons and those who will book them before the contest closes, are eligible to submit a title to their Monogram exchange.

A $50 cash prize will be given by M. H. Hoffman, Jr., to the exhibitor submitting the lucky title. On top of that Monogram will supply the winning exhibitor with a gratis booking of the sixth picture.

Therefore, the winning title brings a neat little return, worth any exhibitor's time to sit down and figure out a box office title for Hoot Gibson in the last picture of his current series.

Johnston to Speed Monogram Program

W. Ray Johnston, president of Monogram, and first to set up the unit system of production on the west coast, is now in Hollywood conferring with Trem Carr, I. E. Chadwick and C. C. Burr, on the remaining pictures under the Monogram banner, production on which will be speeded to a high pitch, according to news received Monday by Monogram executives in Dallas.

Trem Carr is chief of all Monogram production, and recently he was joined by I. E. Chadwick and C. C. Burr, both noted independent producers, constituting a board to function according to the unit system of picture making.

In the report received from the coast it was announced that Otto Brower will direct the fifth Monogram melodrama, "Law of the Sea," starring Ralph Ince, Rex Bell, Sally Blane, William Farnum and Eve Southern. Brower, who directed specials for Paramount, also directed the first, third and fifth Hoot Gibsons, "Clearing the Range," "The Hard Hombre" and "He Rides Alone."

Prints on "Two Fisted Justice," a third Tom Tyler Monogram western, have been received at exchanges. It is said to be the fastest Tyler production to date. Barbara Weeks and Yakima Canutt support Tyler in this one. Tyler is now at work on his fourth titled "Galloping Thru."

From the M. H. Hoffman studios it was learned that Hoot Gibson is now working on the fifth of his series of de luxe westerns, the story being by Peter B. Kyne and the title "He Rides Alone."

The fourth Gibson, "The Gay Buckaroo," has been completed and the release date is set for November 16.

TOPA Meet

(Continued from page 3)

There will be no collections or assessments of any kind made during the convention, Judge Walker said. Nobody will be "touched" for anything, he declared, emphasizing that the purpose of the convention was business only.

Attending the committee meeting were O. A. Englebrecht, of Temple; S. H. Swift, of Cameron; H. H. Cluck, Belton; H. Jorgensen, Dallas, and Judge Walker.

L. G. Tidball, of Ft. Worth, and J. A. Lemke, of Waco, others on the committee, were unable to attend but sent their recommendations to the meeting.

Details of the program will be forthcoming in a later issue.

Buys Universal

The Criss Theatre, owned by Mrs. G. W. Hubbard, at Arp, Tex., one of the East Texas oil field hubs, has purchased Universal all A. C. sound equipment, with Operadio amplification for early installation. The theatre was completely destroyed by fire about two weeks ago and a new building of oil field construction is about ready. J. Featherstone is house manager of the new Criss, which is scheduled to open November 17. E. P. Herber, of the Phototalker Company, Universal distributors, made the equipment sale.

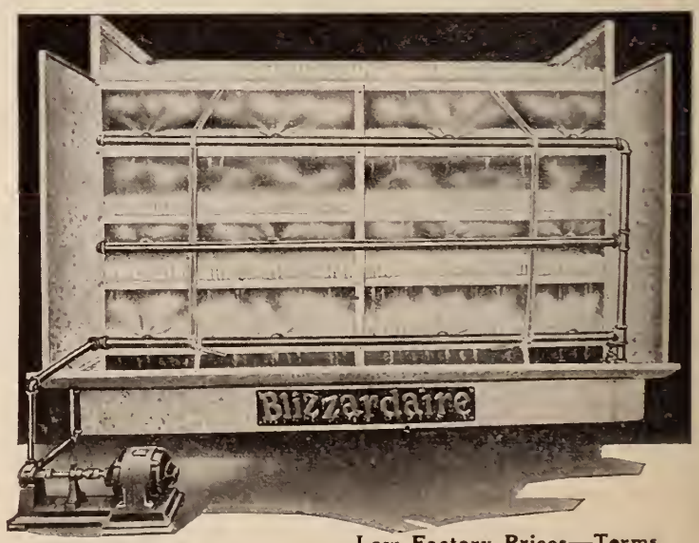
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MPOFUR SHIPMENTS

Jobless Relief Accessories Under Way

New York—Shipment of the material for the exploitation of Motion Picture Week, November 18 to 25, began last week, according to announcement from the national headquarters of the Motion Picture Organization for Unemployment Relief.

All material, except tickets, will be sent to branch exchanges of Universal, Columbia and United Artists and can be secured by application to the district committees which have been organized in each distribution center. Supplies will then be forwarded to the city committee for further distribution.

Exhibitors may requisition their tickets for the benefit shows directly from their regular ticket company.

Quality, Not Type

(Continued from page 8)

Good Westerns seem to have an eager public, particularly in the smaller towns.

An occasional tear-jerker is relished by the feminine fans, but no steady diet of lachrymose drama is wanted because many people have too many troubles of their own and go to the movies to help forget their woes.

Other exchange managers, almost to a man, inform Movie Age similarly. Some state, however, that it's the quality of a picture, not its type, which counts most. A good picture is relished and in demand, regardless of its type, nearly everywhere, some of the exchange managers assert.

Quality, Not Type, Counts in Ohio

Cleveland — There's one and only one type of picture that picture fans in northern Ohio want—and that's a box office attraction.

They want a good story with plenty of human interest. They don't care whether they are entertained with tears or guffaws, so long as they are entertained. A good comedy story or a good drama story are equally in demand, theatre owners report.

Variety, Names, Wanted in K. C.

Kansas City—Theatre audiences in the Kansas City territory prefer variety in screen entertainment, it is evinced from talks with various exhibitors. Movie fans want all kinds of programs from light comedies to heavy dramas, as long as one type is not overdone. A checkup reveals that movie fans are fed upon the gangster stories and want anything that is different. Outstanding names particularly have the drawing power.

Radio-Pathe Merger

(Continued from page 8)

Radio Pictures, will be stationed on the West Coast in charge of the business departments of the combined companies.

The Pathe lot in Culver City is to be closed and all production activities concentrated at the Radio Pictures plant in Hollywood, where David O. Selznick will be in charge of all Radio production and Charles R. Rogers will have full charge of the Pathe producing activities. William LeBaron is remaining with Radio, as announced, and probably will head the musical productions.

Under his appointment as a vice-president of Radio Pictures, Chas. R. Rogers will serve on an advisory board for the Radio pictures in addition to being production chief of all Pathe pictures, and Selznick will be on a similar advisory board for Pathe pictures. Rogers is not to supervise any of the Radio pictures and Selznick is not to supervise any Pathe product.

Between $4,000,000 and $5,000,000 in new capital is understood to have been placed in RKO within the last few days by General Electric interests, which are reported to have increased their preferred stock holdings in RKO. Another report had it that there might be some public financing as well as for refunding of short-term obligations.

Less Gab, More Action, Clean Comedies, Need

Dallas—There's a crying need for more wholesome comedies and less sophisticated dialogue in current releases, according to a checkup of exhibitor opinions throughout four corners of the southwest just completed by MOTION PICTURE TIMES.

Next in importance to comedies is the demand for more action in present talkers and less fast, sophisticated dialogue. Pictures are too gabby, too talky, according to the criticisms.

Dual Bills Increase Chicago Film Needs

Chicago—When asked the question, "What type of pictures do you prefer to play in your theatre?" the almost universal answer from Chicago exhibitors is, "Any kind that will make money."

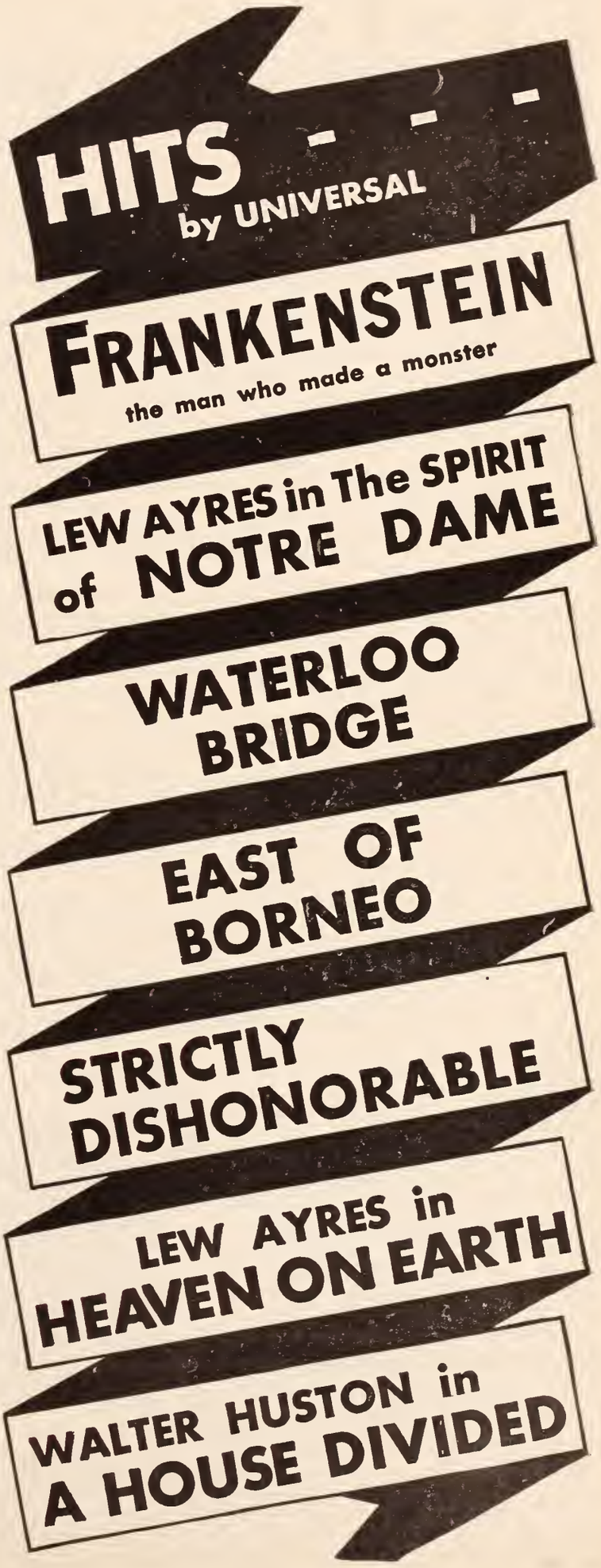
In Chicago proper, the situation is somewhat different from what exists in the rest of the country. With nearly every house except the first-run loop theatres playing double features, the demand is for everything and anything.

If any preference may be said to be shown, it is probably in favor of the comedy drama, which acts as a balance for action, mystery, and gangster films in the dual bills.

"Family" for Territory

Out in the territory the demand is for family types.

(Continued on page 15)



KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Academy Advocating Standard Apertures

Theatre screens will be a standard shape for the first time since talking pictures if a proposal favored by many Hollywood studios is adopted. Improved photographic effects and more efficient use of the image space on the film are expected to result.

The height of all screen will be three-fourths the width, a proportion first established by Edison in 1889 and used until three years ago when the sound track was put at the side of the film and the picture consequently became more nearly square.

A majority of the studios have ratified standardizing specifications drawn up by the Academy of Motion Picture Arts and Sciences. Theatre practices are now being surveyed and if the change is found to be practical for a majority of theatres, pictures photographed according to the new dimensions will probably be ready for release by the first of the year. In the meantime all theatres will be given detailed data from which to make the comparatively slight and inexpensive changes in projector apertures and screen masks which will be necessary to bring about uniformity.

Studios which have notified the Academy to date that they are in favor of making the proposed change include: Educational, Fox, Hal Roach, Metro-Goldwyn-Mayer, Paramount - Publix, RKO - Pathe, RKO-Radio, United Artists, Universal, and Warner Bros.-First National.

The establishment of uniform three-by-four proportions for theatre screens is expected to settle a production difficulty which has vexed studios and theatres since the sound track method of recording was introduced. The studios have had to photograph actors and scenery so that the picture could be shown on an oblong screen in some theatres and a virtually square screen in others, depending on the method of sound recording used and other mechanical factors. This has frequently resulted in part of the top, bottom or sides of the picture image being cut off the screen.

The new standard is expected to do away with framing difficulties and to permit the studios to use four per cent more area on the film for dramatic action than was possible while variation in the shape of screen had to be provided for. Extensive research and study by an Academy committee of studio and theatre technicians was necessary to determine the exact specifications as allowances had to be made for progressive shrinkage in the film stock and accuracy of registration in cameras, printers, and projectors. The camera aperture proposed is .651 inch by .868 inch, allowing for a theatre projector aperture of .615 inch by .820 inch.

ALUMINUM HORN

Fox Company Announces a New Series

The first of a series of all-metal trumpet horns is offered the sound projection trade by the Fox Engineering Company, Toledo, O., manufacturers of horns and high-powered electro-dynamic units. The makers claim these horns to be free from rasping and vibration noises.

These horns, six feet long, with a bell diameter of 32 inches, are of spun aluminum and free from lateral joins or seams. This construction is designed to make possible a definite uniformity.

Among other advantages, the makers list the following: Aluminum, which makes for light weight (12 pounds, each horn), resonance and purity of tone; easy to set up and take down for temporary use, and when knocked-down into its two integral parts, is easy to store and ship; free from the influence of atmospheric and moisture conditions and indestructible in normal use; exceptionally good for exterior use, but meet every condition of auditorium and theatre work.

The horn is available in the standard, straight style and can be furnished with a special curved adapter with an integral bracket for installing on wood or steel poles.

W. E. Replacements

Western Electric replacements of other equipments now total 2,060 in theatres throughout the world. Of this number 1,619 are in the United States and 441 in the foreign field.

NEW SPEED CONTROL

Vallen Markets Improved Curtain Device

The following advantages, among others, are claimed by the makers of the new Vallen Aero Speed Control:

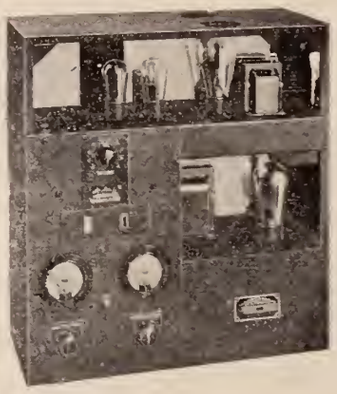
Fast, can be provided for curtain speed of 228 feet per minute; two purpose, can be furnished to "fly" with Vallen noiseless, all-steel safety track; compactness, smallest curtain control in length, width and also height; no coasting, noiseless, interchangeability, change of two parts converts it from high speed to low speed or to any intermediate speed—suitable for vertical lift as for horizontal movement; always in time, timing governor is integral with the drum, one button controls forward, stop and reverse.

Sound for Stage

Another innovation for legitimate stage production was contributed by Electrical Research Products, Inc., with the opening in New York of Norman Bel Geddes "Hamlet" at the Broadhurst Theatre, Thursday night, November 5. Shakespeare's century-old lines were enhanced by modern science in the form of music and sound effects coming from the loud speakers of a Western Electric music reproduction system.

Hundreds of Theatres are Profiting by

Operadio Sound-On-Film Reproduction



Why Theatre Owners Prefer Operadio Sound

1. Designed to meet every need of theatres having 250 to 800 seats.
2. The Operadio Amplifier has characteristics necessary for best reproduction of both Sound-On-Film and Sound-On-Disc.
3. The unit is complete—takes the place of all the apparatus from P. E. cell to the stage speakers.
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New York Office: 116 W. 65th St.

Theatre owners everywhere have found the new Operadio Theatre Sound Amplifier provides better reproduction and more dependable operation than any other equipment priced within the reach of the small theatre owner.

At a surprisingly low cost, the Operadio Sound System can bring realistic, pleasing sound reproduction to your theatre.

Write for complete information about the Operadio Model 408 D. T. Amplifier designed for small theatres.

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We are certainly interested in learning about your Sound-On-Film Amplifier. Mail descriptive literature.

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HESS VS. HARRISON

Former Asks $150,000 From Publisher

New York—Claiming that an article printed in the October 31, 1931, issue of "Harrison's Reports" contained false, malicious, and defamatory matter, Gabriel L. Hess has filed a libel suit for $150,000 against Pete Harrison, publisher.

The article in question was in reference to the purchase and supply of films in Ontario, Canada. The action by Hess is personal. He is attorney for the Hays organization. Attorneys for Hess are Louis Nizer and Louis Phillips.

Quality, Not Type

(Continued from page 13)

Milwaukee — Although pictures of the "Palmy Days" and "The Smiling Lieutenant" type have been rather scarce, nevertheless these productions have been good for fair sized gros es at local box-offices. Opinion among a number of the local exhibitors is that there is an increasing demand for pictures of this type.

Actions, Comedies For St. Louis

St. Louis—The St. Louis territory prefers good comedies and action pictures and features that are not too heavy or sexy. Family nights are very popular here and pictures must fit in to such programs.

Stars Get New Orleans Business

New Orleans—Tastes vary considerably, names carrying the business whether comedy or heavy.

Denver Wants Films In Lighter Vein

Denver—Exhibitors in this section want pictures in the lighter vein—especially outstanding comedies. This is the opinion of the managers of the first run houses in Denver and according to exchange managers other exhibitors show a like preference.

Increased Earnings

(Continued from page 9)

movie companies to accomplish any alignment found necessary to maintain their present outstanding position the general amusement world."

The outstanding adverse possibility of the next year and a half is that of federal taxation.

Variety for First Runs; Action for Suburbs

San Francisco—With business conditions generally way below par, exhibitors in this territory have found it an ideal time to check on the types of pictures appealing mostly to their respective audiences, a survey shows.

Reports from key cities indicate that while outstanding productions are playing to good business such pictures are few and far between and that there is considerable falling off of business due to type production. Variety in production is reported to be the most necessary factor for the stimulation of business in metropolitan areas.

Action Dramas, Shorts, Are Pittsburgh's Demand

Pittsburgh—Action pictures and comedies are demands of exhibitors throughout the territory, according to a survey over the past two weeks.

Many theatres are now presenting more "special added attractions" in the form of short comedies than ever before.

Sex dramas and triangle love plays which are record breakers in the city don't get to first base out in the sticks, according to exhibitors interviewed.

BOTH TO CARRY ON

No Change in Radio and Pathe Programs

New York—No changes will occur in releasing programs of Radio and Pathe despite consolidation of the two companies, according to home office announcement.

Radio will carry out its program of 36 features and Pathe will make its announced 21 productions.

RKO-COLUMBIA DEAL

Circuit Signs Product for 30 Cities

New York — RKO has signed for Columbia Showmanship Group in thirty of that circuit's key cities.

The deal will assure Columbia of first run representation in most of the large cities in the United States.

Add to Cast

Universal City—Edan Marian, Polly Ann Young and Noble Johnson have been added to the cast of Universal's "Murders in the Rue Morgue."

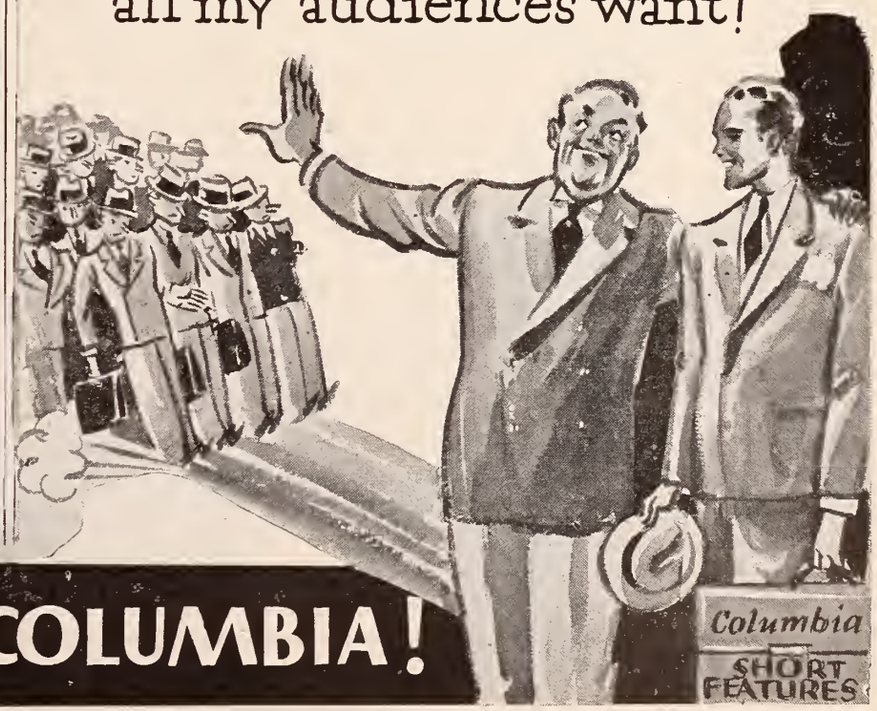
Short Features That Sell Seats!

Walt Disney's
MICKEY MOUSE
SILLY SYMPHONIES
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Walter Futter's
CURIOSITIES
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With John P. Medbury
•
SCREEN SNAPSHOTS
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Charles Mintz'
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Eddie Buzzell's
BEDTIME STORIES
•
Bryan Foy's
MONKEYSHINES

No program is complete without one or more of Columbia's Smash Short Features!

COLUMBIA PICTURES

(Today's True Story)
"Save your breath boys. Here's the man I want··· because he's got what all my audiences want!"



Columbia SHORT FEATURES

Buy the BEST from COLUMBIA!

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Extensive Campaign on Universal Film

Never in the history of Universal has a more complete, far-reaching or effective exploitation and publicity campaign preceded a picture than the one which ushered in "The Spirit of Notre Dame." The various angles which were invoked by Joe Weil and by Paul Gulick from the moment the picture went into production until it opened at the Mayfair have created an undercurrent of interest which has been translated to the box-office in each of its first-run showings.

There was nation-wide publicity attached to the securing of Frank Carideo, the Four Horsemen, John Law, Moon Mullins, Marty Brill, Art McManmon, Adam Walsh, "Bucky" O'Connor, Al Howard, John O Brien, to play in this picture as their part of the memorial to Knute Rockne.

Separate stories were sent to every paper in every town where any of these fourteen men were known and honored. Newspaper stories were planted in every college paper throughout the United States. There are seven hundred and forty-seven of them. Three syndicate stories were sent to papers which were interested in the success of the University of Notre Dame. Three sets of stories were sent also to sports editors throughout the United States.

Among other tie-ups arranged by Joe Weil, exploitation manager of Universal, were book store tie-ups with the volume, "Knute Rockne, Idol of American Football," published by A. L. Burt Company, a tie-up with news stands and theatre lobbies with "Knute Rockne on Football," published by MacFadden Publications, a tie-up with Tavannes Watches, displaying Carideo and the Four Horsemen; a tie-up through the Knute Rockne Football Game through Radio Sports, Inc.; a tie-up with sporting goods stores, health foods, etc.; a tie-up with he Reach Football Helmet through Young and Rubican Advertising Agency. Victor records issued a double record with the Notre Dame official football songs on one side and a Knute Rockne talk on the other. Thousands of haberdashery windows will display a tie-up with Lew Ayres in a Lion Brand shirt, through M. Nirenberg & Sons, in addition to a number of minor tie-ups.

"The Spirit of Notre Dame" lent itself particularly well to radio exploitation. Two RKO Radio hours featured the picture; Frederick James Smith over the Columbia net-work on the Liberty Hour, praised it the day after he saw it at the special showing at the Little Carnegie Playhouse; Chick Meehan, in the next's week's Liberty Hour, in his talk on football, spoke at length on "The Spirit of Notre Dame." Mrs. McGoldrick on Station WLW gave three broadcasts on the picture. Station WIBO and WLS in Chicago had special "Spirit of Notre Dame" hours.

A series of lessons on How to Play Football was especially written by Frank Carideo for "The Spirit of Notre Dame," and for the Knute Rockne Shorts, together with twelve three-column mat illustrations for newspapers.

—o—

Hollywood—"The Dove," Radio picture starring Dolores Del Rio and directed by Herbert Brenon, has finished shoooting.

Radio Announcement at Football Game

PAUL SHORT, manager of the Melba Theatre, Dallas, Tex., arranged with radio station WRR to have a special announcer at the football game between Oklahoma and Texas on October 17. This announcer broadcasted from the 50-yard line between halves, all data concerning the showing of M-G-M's "Susan Lenox".

There were also 50-word announcements over the air daily from that station. Another 50-word announcement was placed in the Dallas Greeters' Guide and a 100-word announcement in the Dallas Hospitality Magazine.

Photographs of Greta Garbo and Clark Gable were given free to each of the first 1,000 ladies who attended the theatre the first day.

For two weeks prior to the play-date, the entire space over the main entrance of the theatre, 50x10 feet, carried a display with sateen background of heads of Garbo and Gable. Effective coloring from spotlights caused much comment from patrons.

—o—

Popular Classics Draw at Peekskill House

AFTER doing $175 business the first night with a dual bill consisting of First National's "The Bargain" and a Tiffany race-track picture, the Peekskill Theatre, Peekskill, N. Y., took in $396 the second night (Thursday) of the same bill with the added attraction of one volume in Edward Golden's Popular Classics series handed out free to each woman patron. As opposition the Peekskill had "Spirit of Notre Dame" at the Paramount. A total of 375 books were given out, says Joseph R. Singer, manager of the house. This is six more than the previous Thursday, when the new stimulating feature was introduced.

Blonde Contest for "Platinum Blonde"

AS one of the highlights of an expansive exploitation campaign on Columbia's "Platinum Blonde," Manager George Steele, of the Ritz, Birmingham, Ala., staged a contest to find "Miss Platinum Blonde of Birmingham" which proved a sensational drawing card.

Tied up with the Birmingham Post, the contest swung into full speed four days prior to the opening with pictures of Jean Harlow, entrants and stories. Miss Platinum Blonde of Birmingham was chosen by a group of judges and presented with ten dollars, her close runner-up receiving five and two-fifty respectively, on the opening evening.

Other campaign features included an attractive ballyhoo, that of a motorcycle bearing radio and carrying a platinum Blonde girl, which drove through the city broadcasting. Another type of broadcasting was done over the local radio broadcasting station, during which the latest platinum blonde fad was explained to radio audiences as to its whys, hows and wheres.

Special cards, tied up with Coca-Cola, Lucky Strike and other merchandise concerns, were placed in prominent windows and on street cars, as well as were give aways distributed liberally.

Free matinees were also given to all platinum blondes of Birmingham who attended the first matinee performance on Saturday and to the news boys of the Post on Monday.

—o—

Adjective Contest

IN exploiting M-G-M's "Susan Lenox" offer free tickets in program or newspaper contest to persons compiling the greatest and most descriptive number of adjectives applicable to Garbo, beginning with "G".

TAGS PLANE FOR UNLAWFUL PARKING

One of the reasons why "The Last Flight" did a really good business at the Warner's Stanley in Utica, N. Y. Ed Hart, the manager, rigged up the airplane shown at the right. A traffic cop tagged it for unlawful parking, the local papers used a special story, with this picture, commenting upon the unusual event. And there you are.



AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

The Road to Reno

Paramount—73 Minutes

Cast: Lilyan Tashman, Charles "Buddy" Rogers, Peggy Shannon, William Boyd, Irving Pichel, Tom Douglas, Wynne Gibson, Skeets Gallagher, Judith Wood, Leni Stengel, Emil Chautard. Directed by Richard Wallace.

Comedy drama that proves an amusing satire on the divorce question with Lilyan Tashman playing the role of the much married and divorced wife whose latest trip to Reno finds her children now grown up objecting to her many changes of husbands. Her daughter (Peggy Shannon) goes to Reno with her and becomes acquainted with a young engineer ("Buddy" Rogers). The gay life at Reno is shown in many sequences while waiting the divorce and the mother and daughter are both made love to by a notorious bounder whose wife is also divorcing him. The mother announces her intentions to marry the man and the daughter knowing his type voices her objections and sends for the brother. When the kid brother arrives and learns the situation he shoots the bounder and kills himself. The finish kind of sobers up this fast paced film which is well directed throughout.

SELLING SEATS: Miss Tashman's wardrobe should attract the feminine patrons if played up well. "Buddy" Rogers also has exploitation value. Title can be used to good advantage.

Heartbreak

Fox—60 Minutes

Cast: Charles Farrell, Madge Evans, Paul Cavanagh, Hardie Albright, John Arledge, Theodore von Eltz, Albert Conti, Claude King, John St. Polis. Directed by Alfred Werker.

Good romantic drama with the war as a background should please Farrell fans. As an attache at the American embassy in Vienna before America enters the war he is much in love with a young countess (Madge Evans). Her brother (Hardie Albright) is an aviator on the Italian front. When America declares war Farrell is assigned to the aviation branch and eventually transferred to the same Italian front. Here he kills her brother in combat who is flying a plane belonging to a noted ace. He goes A. W. O. L. with plane to fly to Vienna to explain things to the countess who will not listen and sends him away. In time she learns the truth of the situation and relents so that after the war he returns to her for the happy ending. Good cast and able direction, together with fine photography make this a much better than average feature.

SELLING SEATS: Star's popularity will sell this in most spots. Forget the war angle and play up the romance. A model airplane building contest should get the juveniles interested.

The Platinum Blonde

Columbia—82 Minutes

Cast: Loretta Young, Robert Willaims, Jean Harlow, Louise Closser Hale, Donald Dillaway, Reginald Owen, Walter Catlett, Edmund Breese, Halliwell Hobbs, Claude Allister. Directed by Frank Capra.

Delightful and exhilarating screen fare that is only innocuously spicy with general appeal. A downtown first-run audience in Kansas City where we saw this cinema seemed to get quite a kick out of the wise-cracking, especially those emanating from Robert Williams. Too bad he is dead now. And he was right in line for a big future in stardom, too! To quote a brother reviewer: "Williams looks and talks like Walter Winchell." Having been a recruit of the stage he certainly could act and in this picture steals all stellar honors, even from Jean Harlow. His part is made to order for his vivacious personality. He is cast as a newspaper reporter who marries a snobbish society girl the (platinum blonde) only to discover later that he can't go on living like a cinderella man and returns to the girl he really loves. We were particularly impressed to see Williams cast as a newspaper reporter refusing a bribe and after his diplomatic manner in covering an assignment for his paper phones the story in front of all those who tried to suppress the truth. Loretta Young gives a creditable performance as the sob sister whom Williams discovers would be a better wife than the platinum blonde. Walter Catlett is comical as a reporter on the competition newspaper.

SELLING SEATS: The stars and title lend themselves readily to innumerable exploitation stunts. And then there's the newspaper angle. Use cut-outs of Jean Harlow all over your canopy as she is the one most likely to draw.

Way Back Home

Radio—80 Minutes

Cast: Phillips Lord, Effie Palmer, Mrs. Phillips Lord, Bennett Kilpack, Raymond Hunter, Frank Albertson, Bette Davie, Oscar Apfel, Stanley Fields, Dorothy Peterson, Frankie Darro, Wade Boteler. Directed by William A. Seiter.

Radio has brought to the screen an outstanding production that is one of the sweetest and most wholesome pieces of entertainment we have seen for some time. Members of the local preview audience were all in accord with our opinion. Phillips Lord, the nationally famous "Seth Parker" of the radio, is featured. The picture should click anywhere, principally in the small towns, but any audience will like it because it is just good screen entertainment with interest sustained from start to finish. With the national reputation that Seth Parker and his likeable New England folks have created over the ether waves this picture can't miss. It has everything requisite in a good photoplay—the cast, story, direction and photography. There are laughs, romance, thrills and even a villain to hiss, all combined to make this picture plenty interesting. There is a "slam-bang" climax like the old meller thrillers showing old Seth trying to beat the villain to the 9:30 local at the Junction to rescue his boy who had been kidnapped. Stanley Fields looks and acts like a real villain. Frankie Darro, who is one of the best child actors on the screen, plays the part of the kidnapped boy from Seth Parker's home. Romantic interest is furnished by Frank Albertson and Bette Davis. Work by the other players is splendid, but space doesn't permit us to commend each one, as all did fine characterizations that can be enjoyed only when seen on the screen.

SELLING SEATS: If your radio station broadcasts the Seth Parker programs have the announcer publicize the fact that Seth Parker can be seen and heard at your theatre. You should get plenty of co-operation from the churches. There are many ways to work up the small-town angle.

SHORT SUBJECTS

Bars and Stripes

Columbia—6 Minutes

Krazy Kat cartoon which is fairly amusing. It is based on a combination musical and military idea, synchronized with lively music. Krazy trots out a company of musical instruments which go on parade, and then the tooting horns begin to spout cannon balls at a supposed enemy.

The Girl Rush

Educational—21 Minutes

Here is a red-hot campus comedy filled with laughs from beginning to end. Helen Mann is the beautiful co-ed whom two college boys rush. Vernon Dent as the school janitor provides a lot of fun. Jack Duffy is a scream as the college dean.

Pearls and Devilfish

M-G-M—9 Minutes

Very interesting subject showing pearl divers at work and the risks they take to obtain those precious stones. The battles with the devilfish are the most exciting scenes in the reel.

The Song of the Voodoo

RKO-Pathe—9 Minutes

Another of the popular Vagabond Adventure series which is always interesting. This one shows picturesque scenes along the Caribean and in the island of Haiti. Other interesting shots are of natives at the market place, the smoking of green gourds, silversmiths at work and a visit to the studios of Charles Normil the sculptor. The description of the voodoo ceremony by Tom Terris is vividly told in his usual accomplished manner.

Thrills of Yesterday

Vitaphone—10 Minutes

Old-time shots from films of yesterday are interestingly presented, featuring such celebrities as Norma Talmadge, William Duncan, Harry Houdini, and Larry Semon. The comedy comments by the narrator are especially good. It is good material for those who get a kick out of the bygone days.

Cagney's Next

Hollywood — James Cagney's next picture for Warner Bros. will be "The Roar of the Crowd," a story of auto racing by Howard Hawks and adapted for the screen by Senton I. Miller. Dorothy Mackaill and Joan Blondell will have principal parts.

in New York it's ~ ~



THE NEW FORREST HOTEL

West 49th St., just off Broadway

300 large, outside rooms, each with private bath, shower, circulating ice water and RADIO.

$2.50 Single $3.50 Double

Suites for Parties of 2 or more $6.00 and up

New York's Best Hotel Value in the Heart of the Film and Theatre District.

Before attending the theatre, dine in the MIRROR ROOM.

Club Breakfast 25c up; Luncheon 65c up; Full Course Dinner $1.00.

All meals served in room without extra charge.

James A. Flood - - - Manager

HOTEL NORMANDIE

..... provides the maximum of comfort at reasonable cost. Located just outside the congested district of Los Angeles, yet close to the best shops, theaters and churches, the NORMANDIE offers every advantage you desire in your selection of a temporary or permanent home.

Rates

Room with Bath, single, $2.50 per day
Room with Bath, double, $4.00 per day
Monthly Rates on Application

The cuisine, excellent service and reasonable rates in the COFFEE SHOP AND CAFE combine to make your stay a pleasant one.

(Garage in Connection)



CORNER SIXTH & NORMANDIE
LOS ANGELES

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

FOUR EXIDE low gravity 6-volt batteries, two G. E. Tungar chargers and tubes, $150 f. o. b. St. Louis; almost new; used 60 days. Exhibitors' Supply Co., 3238 Olive St., St. Louis, Mo. c11-10

5,000 BRAND NEW spring opera chairs at the greatest savings in prices ever offered. Fully 50 per cent below present prevailing prices while they last. A great opportunity. C. G. Demel, 845 South State St., Chicago. c11-17(4)

POSITIONS WANTED

DESIRE JOB in theatre; man 22, two years of working around theatre; want place to learn; get more experience of business. Grant Jacobsen, Morris, Minn. 11-10

Big 4 Release

New York — "Quick Trigger Lee," an action western starring Bob Custer, will be released in November. "Human Targets," the second Buzz Barton on the program, will begin filming shortly.

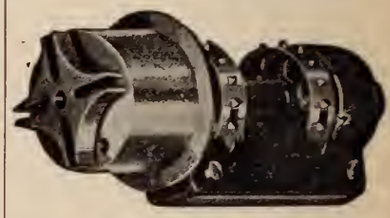
Franklin to Direct

Hollywood—Chester M. Franklin, recently with M-G-M, has been signed by M. H. Hoffman to direct "File 113," drama by Emile Gaboriau, for Allied Pictures Corporation, Ltd.

Sold Outright N.A.N. FILM SAFETY CONTROL $50. EACH

Combined with the most perfect and noiseless change-over.

MADE AND GUARANTEED
—by the—
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GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) } **10c a word; 4 insertions at price of 3**

Kindly insert the following ad _____ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

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(Don't forget to count words in name and address that is to appear in the ad)

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FOR GREATER RESULTS—*Advertise Locally on a National basis.*

Associated Publications cover important local needs in trade news and service.

Dealing with local as well as national problems of the motion picture industry gives Associated Publications the advantage of year around preference.

Exhibitor interest for each publication in the A. P. Group of ten regional trade papers is maintained by well balanced editorial material valuable and welcome because it applies to local conditions.

Advertising in the A. P. Group gets the benefit of this friendly exhibitor reception. You get intensive coverage and intensive reader interest. And for convenience—one order, one plate, one billing.

FOR ASSURED RESULTS

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ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

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ASSOCIATED PUBLICATIONS

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Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS FORUM

Covering Pittsburgh and Buffalo territories.

SHOWMEN of OHIO

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

ASSOCIATED PUBLICATIONS, Inc.

BEN SHLYEN, President and Publisher

NEW YORK OFFICE: 551 Fifth Ave.—Phone: MUrray Hill 2-10191

PUBLISHING OFFICE: 4704 East 9th St., Kansas City, Mo.

IN ADVERTISING THERE IS NO SUBSTITUTE FOR GOOD RESULTS

You couldn't do it for $1,000 a day, but it costs less than 1¢

Suppose, in the conduct of your business, you wanted to assemble a complete release chart and series of reviews of all important product; a report on what other aggressive showmen were doing the world over with the pictures you are playing; a weekly wired report of box office receipts in key cities; ringside reports from the Hollywood studios; the inside news of Broadway and New York's home offices; regional reports from a hundred correspondents on the news; a continuously up-to-date service on theatrical equipment and housekeeping; a weekly discussion of projection technique for your operators; a constant service aimed at keeping selected pictures, many of them coming to your screen, before the educators and the parents; an eternal watchfulness in all the capitals of the world for all that's news or of interest to a showman.

If you did that you would be doing just a part of the job of producing MOTION PICTURE HERALD. You would have a floor of offices, an army of employes, and you would need twenty-five years of heritage in the field of motion picture business publication plus a lot of "know how."

MOTION PICTURE HERALD offers, alone and exclusively in its weekly Release Chart, Box Office Reports, Surveys of New Product, School and Screen and Managers' Round Table, features which no exhibitor can afford to be without.

It is not our salesmanship that puts MOTION PICTURE HERALD dominant in the trade press with 12,843 paid up exhibitor subscribers in its total of approximately 18,000 circulation. It's the buymanship of good showmen.

MOTION PICTURE HERALD, 1790 Broadway, NEW YORK CITY

Enclosed find the sum of $ ..... for which send MOTION PICTURE HERALD each week for ..... years, beginning with issue of .....

1 year	$3.00
2 years	5.00
3 years	6.00

NAME .....

THEATRE .....

CITY ..... STATE .....

Mention your trade connection

MOTION PICTURE HERALD

VOLUME VIII NUMBER 10

MOTION PICTURE TIMES



OPPOSITION DEVELOPING FOR HUGHES-FRANKLIN IN SOUTHWEST.

THE GRAND AT ELECTRA RUNS ITS OWN NEWSPAPER.

RECORD ATTENDANCE INDICATED FOR T.O.P.A., DALLAS, NOV. 30.

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

As One Voice The Motion Picture Industry Cries —



WE WILL SHARE!

AND the greatest cooperative move since war days sweeps every unit in this vast industry into line to answer the appeal of the needy. National Motion Picture Week, with its benefit performances in every community for the assistance of local unemployed, will reveal the heart of Motion Pictures.

A press sheet with full details on how to put over local benefit campaigns is on the way. Posters and other accessories that will sell your benefit tickets to your public are coming. Every item necessary to put over National Motion Picture Week is provided free.

Are YOU Doing YOUR Share?

If *you* have not yet started plans for *your* benefit performances, get in touch with *your* local relief committee NOW.

▲ ▲ ▲

Following are Chairmen of District Motion Picture Committees. For information, address Chairman of your District.

L. H. Keene, Fox Theatre, **ATLANTA** . . . Martin J. Mullin, 60 Scollay Sq., **BOSTON** . . . J. H. Michael, 505 Pearl St., **BUFFALO** . . . H. H. Everett, 505 W. 4th St., **CHARLOTTE** . . . Felix Mendelssohn, 1325 South Wabash Ave., **CHICAGO** . . . George A. Smith, 1214 Central Parkway, **CINCINNATI** . . . Fred Desberg, Loew's State Theatre, **CLEVELAND** . . . J. J. Friedl, Melba Theatre Building, **DALLAS** . . . Harry E. Huffman, Aladdin Theatre, **DENVER** . . . Lester F. Martin, Nevada, Iowa (for **DES MOINES** district) . . . H. M. Richey, 608 Fox Theatre Building, **DETROIT** . . . Charles R. Metzger, 315 Chamber of Commerce Bldg., **INDIANAPOLIS** . . . Arthur H. Cole, 1800 Wyandotte St., **KANSAS CITY** . . . Mike Rosenberg, Washington at Vermont Ave., **LOS ANGELES** . . . M. A. Lightman, 409 South Second St., **MEMPHIS** . . . Sam Sherman, 732 W. Second St., **MILWAUKEE** . . . W. A. Steffes, Pence Building, **MINNEAPOLIS** . . . Arthur Horn, 134 Meadow St., **NEW HAVEN** . . . H. F. Wilkes, 221 S. Liberty St., **NEW ORLEANS** . . . Charles L. O'Reilly, Times Building, **NEW YORK CITY** . . . Pat Magee, Criterion Theatre, **OKLAHOMA CITY** . . . L. R. Pierce, RKO-Orpheum Theatre, **OMAHA** . . . Joseph Hebrew, 1225 Vine St., **PHILADELPHIA** . . . E. A. Bell (Temporary Chairman) 209 Clark Bldg. **PITTSBURGH** . . . Floyd Maxwell, Paramount Theatre, **PORTLAND** . . . Fred Wehrenberg, 2708 Cherokee St., **ST. LOUIS** . . . W. F. Gordon, 212 E. 1st St. South, **SALT LAKE CITY** . . . Thomas D. Van Osten, 25 Taylor St., **SAN FRANCISCO** . . . John Danz, 205 Empress Building, **SEATTLE** . . . John J. Payette, Earle Theatre Building, **WASHINGTON.**



The following contributed in the presentation of this advertisement

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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Big TOPA Attendance

Southwest Moves to Aid Jobless

Area Responds to Call; Oklahoma City Extends Itself to Make M. P. Week Success.

More than 30 towns in Texas will have staged their special performances for the benefit of unemployed as this issued reaches readers over the southwest. Circuit towns, mainly Publix, make up the majority of the number, however, some of the smaller places had been co-operating with the district committee and also their local committees in order to make Motion Picture Week successful.

A national broadcast Sunday night paved the way for the special shows on November 21.

Oklahoma City Splurges

Entering into the campaign as the thing should be done, Publix and Warner theatres in Oklahoma City got together and really let the people know that Motion Picture Week meant something. There were front page headlines in the newspapers, the movement was on, and results were naturally anticipated that will please the Hays office in its plan to aid the president in bringing back prosperity the nation over. More details as to the results of Motion Picture Week in the southwest will be available for the next issue.

H.-F. Opposition

Develops in Southwest; Four Spots Now Have Competition; 20 Indies in Past Few Months.

In four fertile spots of Texas independent opposition has sprung up for Hughes-Franklin. The new houses said to be now in full operation.

H. S. Leon has moved his equipment from Rule to the Ritz at Sweetwater, one of the abandoned circuit houses there. Incidentally Leon ordered his address on MOTION PICTURE TIMES changed to Sweetwater. Several months ago Hughes-Franklin announced that a new theatre would go up in Sweetwater.

In Del Rio, Malone & Dollison have opened a new theatre in their own right. Dollison formerly worked for Griffiths at Wink. He was in Dallas recently to purchase needed equipment.

In Corpus Christi, Jack Pickens opened the Rio, a subsequent-run, this week, and in San Angelo, D. F. Luckie is operating the Angelus.

Within the past few months about 20 independent showmen have opened up in circuit strongholds since the chains closed one or two of their houses in a town due to business conditions. Previously circuits as a general thing had all the product sewed up with operating several houses full time. As circuit houses closed, however, product automatically became available for the independents.

"GIVE HIM A HAND"
MOTION PICTURE WEEK
NOVEMBER 18-25

A NEW "TATTLER"

Electric Theatre Secures Smash Publicity

"Your Good Will" is the subscription price to "The Town Tattler," miniature newspaper published by the Grand Theatre at Electra, Texas, operated by Mrs. Martha McSpadden. The Tattler is an example of what a theatre might accomplish in advertising and all within the bounds of the theatre's budget.

Space from merchants makes up about 40 per cent of the folio while the front page carries publicity on coming Grand attractions and a box announcing the current week's program. Little public interest stories about golf, the high school glee club, and a few personals are sprinkled between the film stories in a typical issue. A column by the Bogey Man, "Town Talk," hints at a little local scandal. The writer is unknown which makes for a free hand in spreading the low-down from various sectors of Electra.

Comments on the Row are that Mrs. McSpadden has set a valuable example in theatre publicity highly adaptable in the smaller towns. The Tattler is mailed under permit to potential patrons.

Rockne Memorial Show

New Orleans — To avoid conflicting with the Community Chest campaign, the drive for funds to help build a Rockne Memorial stadium will be confined to a benefit showing of the motion picture, "Touchdown," at the Saenger Theatre at midnight November 19, B. S. D'Antoni, chairman of the committee in charge of the drive, announced.

NEW STATE MGR.

Van Norman to Important Warner Job

Milwaukee — E. W. Van Norman, for the past several years manager of the Venetian Theatre here, Warner neighborhood house, has been named general manager of the Warner theatres in Wisconsin, succeeding Frank Fischer, who is to be transferred. No successor to Van Norman at the Venetian has yet been announced.

Indicated for Annual Convention at Baker Hotel, Dallas; November 30 Is Date.

At 10 a. m., Monday, November 30, members of the Theatre Owners Protective Association, a Texas body, will convene at the Baker hotel, Dallas, to check up on the past year's progress of the organization and to jointly map out the way for another 12 months of co-operative operation.

A complete program for the one-day session has been placed in the hands of the printer by Judge Roy L. Walker, of Lampasas, president of the association. It is stressed therein that the convention will not cost the exhibitors one penny. There will be no assessments, no charge for the banquet. Transportation and personal expenses will be the budget for those attending, and according to several men who have been out in the territory the past week a record attendance is strongly anticipated.

Moot Subjects Slated

"Everyone interested in the industry" will be welcomed at the meeting, according to an advance bulletin sent out to the trade. General conditions and ways and means for the advancement of the business will be discussed at the morning session.

Some of the important subjects to be treated will be the Brookhart bill which will be thoroughly handled in all of its phases so that showmen will know just exactly how this measure will affect their own operations.

Analysis of business costs and legal deductions that should be made will be explained in detail, clearing up the problem of income taxes, etc., and also drawing the profit and loss line in its rightful place.

Small-town exploitation will be treated, and of equal importance, there will be a thorough exposition of the standard exhibition contract.

Arbitration, which is destined

(Continued on page 12)

NEW AMUSEMENT CO.

Prominent Figures Said to Be Interested

The Duel Amusement Company is the adopted name of the latest theatre organization in the Southwest. The company office is located in the Empire Theatre building at San Antonio. This is the enterprise in which W. G. Underwood has been given credit for engineering or controlling since his abdication from R. & R. theatre operations.

However, Underwood declared Monday that he does not control a single theatre in Texas, but that he does own stock in several.

Several very prominent theatre men are connected with the Duel company, two of them said to be in New York, but lacking confirmation their names are not mentioned.

Pathe Exec. Here

J. E. Brecheen, Pathe executive of Oklahoma City, formerly of Dallas, is back in town doing special work in connection with the RKO-Pathe merger, the Dallas transfer of which was made Monday. Joe has lots of friends in Dallas who will welcome him back home in the event he is reassigned to this territory.

Parkway, Minus "Way"

M. S. White, well known and successful Dallas exhibitor, has taken over the Parkway from Sam Hefley, and has dropped "way" from the name. White plans extensive improvements for this 700 or better seat house. He also owns the Dal-Sec.

Harry Taylor, Columbia district manager, made headquarters in the Dallas branch Monday for a session with J. B. Underwood.

The Ro-Nile, de luxe neighborhood theatre in Dallas, operated by C. A. Rehm, went through a film fire about ten o'clock Sunday night, but the damage was confined to the booth. Slight injury to the equipment was said to have been covered by insurance.

BESTONE

SOUND ON FILM

MOTOR GENERATOR

Eliminates all chance of A.C. hum.

GREATER SURPLUS OF VOLUME

J. O. FORD, Factory Repr.

BESTONE SALES CO.

Atlanta 125 Walton St. | New Orleans 504 Howard Ave. | Dallas 2009 Jackson

Buffalo Air Washers

and **Distributing Units**

BUFFALO ENGINEERING CO., INC.

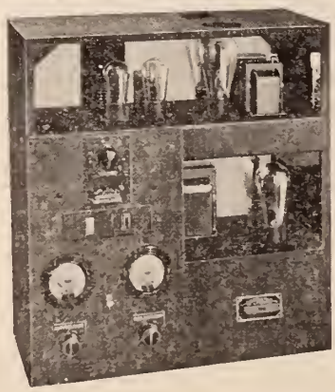
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas

Year in and year out—Buffalo Cooling Equipment is a monument to the success and progress of the motion picture theatre.

More Installations in the Southwest in Sixty Days Than All Other Makes Combined

UNIVERSAL - SOUND ON FILM

WITH ALL A. C. OPERADIO AMPLIFICATION



Here is the Operadio Amplifier that has revolutionized the sound industry—making for simplicity and uninterrupted performance in quality, sound-on-film reproduction.

The Amplifier is compact and fits neatly between the projectors, easily accessible to the operator. The Operadio all A.C. Amplifier can be installed with any make sound-on-film for better results.

Write today for Further UNIVERSAL or OPERADIO Information

HERBER BROS. & WOLF

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

The Best Western Ever Made!

(Produced by M. H. Hoffman, Jr.)

HOOT GIBSON

in

"THE GAY BUCKAROO"

You can tell that to your patrons—and, you bet, you can get away with it. Roy D'Arcy and Myrna Kennedy in the cast.

Here Are Some of the Highlights:

Different from other Westerns which only strive to please the kiddies; this picture has something for every member of the family. It is brim full of action with an exciting climax in every one of the seven reels.

1. A RIP ROARING FIGHT between Hoot and a heavy weight.
2. Hard riding horse thieves round up and STAMPEDE a BIG HERD of galloping horses at night.
3. The clever, thrilling cliff sequence when Hoot descends a two hundred foot cliff, captures D'Arcy in the midst of his men and has his horse pull him and his prisoner up the cliff at the end of his rope.
4. The horse race between Hoot and D'Arcy.
5. Hoot bull-dogs D'Arcy from his horse.
6. Hoot's thrilling ride for life when he escapes from the sheriff's posse by GALLOPING HIS HORSE OFF A HIGH CLIFF INTO A MOUNTAIN LAKE. This is the most thrilling episode that any of you have seen in many a day, if ever.
7. The surprise finish for D'Arcy, when he bets his life on the right horse and loses.
8. Comedy such as you have never seen from Hoot's Chinese philosopher servant—a roar of laughter whenever he speaks. This Chinaman in one of his witty sayings explains that "As long as the world is round, nothing can be on the level."

The Six DeLuxe HOOT GIBSON Westerns

—every one a guaranteed box-office bet—are:

1. **"Clearing the Range" with Sally Eilers. Directed by Otto Brower.**
2. **"Wild Horse" by Peter B. Kyne.**
3. **"The Hard Hombre," directed by Otto Brower.**
4. **"The Gay Buckaroo," supported by Roy D'Arcy.**
5. **"He Rides Alone," by Peter B. Kyne.**
6. **Title to be selected by exhibitors.**

EXHIBITORS! — Send in a Title for the Sixth Hoot Gibson Production—Win $50 and a Gratis Gibson Booking.

34 Productions

MONOGRAM PC PICTURES

15 Now Booking

MONOGRAM PICTURES CO.

302 S HARWOOD ST. — Phone 7-4942 — DALLAS, TEXAS
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SMASH
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HELD-OVER HOUSTON AN
SHOW WORLD'S BEST ST
DES MOINES..OMAHA.. BC
RECORD GATE!...YEAR'S SUPREME NOVELT

FEATURE ATTRACTION! CRITICS RAVE! OLD FOLK AND YOUNG
FLOCK TO SEE THE NEW COLOSSUS OF RADIO..."20th CEN
TURY MIRACLE MAN IN A WORLD TURNED UPSIDE DOWN"
WATCH FOR EXHIBITION AND PROMOTION PLANS

ARKER IN SIX POTS...

D WASHINGTON!...TOPS ANDARD ATTRACTIONS IN STON..PROVIDENCE..WITH

RKO Radio Pictures

SETH PARKER

AND HIS JONESPORT NEIGHBORS IN THE SMASH MELODRAMA "WAY BACK HOME"

NAIL IT AND LUBRICATE THOSE TURNSTILES!

THE PUBLISHER'S PAGE

Where Are We Headed?

THE changes that have taken place in this business the past several weeks have undoubtedly caused such a query as the caption of this article to rise in the minds of many in this business. Doubtless there is a good deal of consternation in many quarters. However gloomy the situation may for the moment seem, even a casual analysis of the circumstances will result in a summing up that is entirely cheerful.

SOMEBODY once said that necessity was the mother of invention. Adversity, the parent of necessity, has many times proven a boon to individuals and industries that were riding along with the tidal wave of prosperity that halted creative effort and ambition. The general business depression that has finally hit this business and brought about the changes that have been and are continuing to be made is, perhaps, a blessing in disguise despite the temporary hardships that are being felt. In an industry that was doing everything on an inflated scale and which, in many instances, succeeded in spite of itself, its being brought down to earth is unquestionably good for its character.

THE waste that had been going on in production, in distribution and in exhibition had to be halted. And, now that this business has come down from its dizzy heights, it can view its situation more sanely and work more practicably for its future good. That's a foregone conclusion. Some of the indicators are: Return of independent exhibition and production; elimination of deadwood from studios, branch offices and home offices; institution of the unit production system, which a few years back was responsible for one of the industry's greatest producing organizations and for many of its greatest box office hits; better pictures among current releases already being delivered as a result of some of these new conditions; greater quality in production, the prime need for the success of all in this industry.

WHERE are we headed? This writer is entirely optimistic—the motion picture industry has reached a turning point that heads it straight for the greatest number of box office productions that it has ever been known to produce. This will not be a single-season flurry, but will continue steadily for several years to come. The adjustments that are being made all around will result in happier inter-trade relations. The better pictures with the lesson learned of the need for better selling, in the trade and without, will result in replacement of red ink with black. We see ahead for this business the greatest general prosperity it has ever known—perhaps not such great profits for a few, companies and individuals, with near starvation for many others, but a greater distribution of profits for everybody in this business. We're headed in the right direction. You can make up your mind to that!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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Unit Production for Fox

DRESSLER-BARRYMORE WIN

One Operator Enough

HI-LITES IN THE WEEK'S NEWS

Washington—Date for the annual M. P. T. O. A. convention to be held in this city has been changed to Mar. 14. The new date, suggested by Congressman Sol Bloom and A. Julian Brylawski, chairman of the exhibitors' legislative committee, has received the approval of President M. A. Lightman and the directors.

Hollywood — "Girl Crazy" is William LeBaron's first assignment as a unit producer for Radio. Work will be started immediately.

Washington — Declaring the move necessary due "to the inability of the producers of the reel to obtain advertising suitable in the opinion of Allied leaders for presentation on the screen," the Kinograms Newsreel, published in a tie-up with Allied States Association, has been suspended, according to an announcement by Allied.

New York—The Fox strike is off. William Canavan, I. A. T. S. E. head, has rescinded the order for a strike of operators and stage hands in Fox houses throughout the country. The strike order was issued because of the Kansas City labor situation.

Buffalo—Judge Horton of the Supreme Court upheld the integrity of the film industry in a contract action between Universal and an operator of small-town houses. The judge declared it would be insulting his intelligence to believe an exhibitor didn't know the contents of a contract signed by him, and that the film industry was too vast to resort to trickery in its agreements.

Two Assigned

Hollywood — Columbia has assigned roles to Ralph Bellamy and Halliwell Hobbes for its latest Barbara Stanwyck vehicle, tentatively entitled "Forbidden," directed by Frank Capra. Adolphe Menjou, Dorothy Peterson, Florence Wix and Claude King are featured in the cast.

Judge Rules in Continuing Ban Against Picketing by Union; Scores Operators' Methods.

Portsmouth, Va.—Judge K. A. Bain in the Court of Hustings last week handed down a decision ruling that the operation of sound and projection equipment is not a two-man job, but may be safely performed by one person. The ruling concerned the action of the Colony Theatre manager, N. Le Vine, who recently obtained an injunction to stop the union from picketing. The union sought dissolution of the injunction. The court entered an order continuing the ban.

Judge Bain denied any merit in the operators' contentions that booth operation is a two-man job and that two men are necessary for the proper operation. In upholding this contention, the court stated that while film is highly inflammable and high-powered lamps are used in the projection of pictures, extraordinary means are provided for protection against fire. The court further cited many theatres in the state, and elsewhere, where only one person is employed in the projection booth.

"When one considers," said the court, "the thousands of motion picture establishments in the land and the infrequency with which fires break out in houses provided with standard equipment in fireproof rooms, the menace of fire becomes practically negligible. In such circumstances, when fire does occur, experience has shown that it is confined to the fireproof room and is quickly extinguished."

The court held that the action of the defendants in picketing the Colony and the publication of the theatre as "unfair" is inconsistent with any reasonable view that such action is justifiable as a measure of self-protection for the picture operators or for the safety of the public, therefore the real purpose was to intimidate and coerce the theatre management into wielding to the will of the defendants.

"GIVE HIM A HAND"
MOTION PICTURE WEEK
NOVEMBER 18-25

Three RKO, Para., M-G-M Prizes Awarded by Academy of Motion Picture A. and S.

Hollywood—Marie Dressler and Lionel Barrymore joined the "Royal Family of Filmdom" here last Wednesday at 1:00 a. m. when members of the Academy of Motion Picture Arts and Sciences selected them "best performance" winners of 1931 before the most brilliant assemblage ever to grace the annual event. Marie's award came as the result of her performance in "Min and Bill," while Lionel won his laurels with his portrayal of the father in "A Free Soul," both M-G-M productions.

RKO-Radio's "Cimarron" won on three separate counts: as the best produced picture, Howard Estabrook for best adaptation and Max Ree for best art direction. Norman Taurog took top directorial honors with Paramount's "Skippy," while Floyd Crosby took the best photography prize for Paramount's "Tabu." John Monk Saunders won first prize for the best original story, First National's "Dawn Patrol." Prize for best sound recording went to Paramount.

Principal honor guest at the awards banquet was the Hon. Charles Curtis, Vice-President of the United States. Among other notables were Will H. Hays, Governor James Rolph, Jr., of California, and some 150 members of the American Newspaper Association. Approximately 2,000 people were in attendance at the event, held in the Sala de Oro of the Biltmore Hotel.

PRODUCTION HEAD

Milestone Will Head U. A. Coast Production

New York—Lewis Milestone is to assume charge of all United Artists coast production, if authentic reports do not lead the newshounds astray. Milestone is understood to be in conference here with U. A. executives on the matter.

When asked for a statement, Joseph M. Schenck pointed out that Milestone was with United Artists, but neither confirmed nor denied the story. This probability is said to return Samuel Goldwyn to the status of an independent producer, making product for distribution by U. A.

Sheehan and Wurtzel Produce; Four Associate Producers Named; Big Saving Expected.

Hollywood — Winfield Sheehan and Sol Wurtzel will be producers under the new unit system to be started by Fox. Eddie Grainger, William Sistrom, William Goetz and Al Rockett will be associate producers.

Sheehan believes the new system will save approximately $20,000 on each of the 50 pictures planned by the company for the coming year, or a total approaching $1,000,000 for the year's production.

Richard Carrol is in charge of the story department, Al Lewis being manager of the new story department.

COMING BACK!

Producers Planning Big "Author" Westerns

New York — With plans to include more westerns on their production schedule for next season the major companies have learned by checking up that stories by popular writers as Harold Bell Wright, Rex Beach, Peter B. Kyne, Zane Grey, Wallace Smith and others are preferred.

A query to all executives of the Fox organization is understood to have been sent out by Harley L. Clark, president. According to a number of those queried, more westerns with big star names will go over. Other companies not going in for the outdoor "he-man" dramas are understood to be surveying the country on the future of the western.

Wunder to New Post

Hollywood—At a meeting of the Board of Directors of the Academy of Motion Picture Arts and Sciences members, Dr. Clinton Wunder resigned as executive vice-president. He announced he had accepted the invitation of the Institute of Religious Science and Philosophy of Los Angeles, to share the leadership of the Institute with Ernest Holmes, its founder, and to become editor of the magazine, "The Science of Mind," beginning his new duties December 1, 1931.

Hornbeck Returns

Hollywood — Billy Hornbeck, Mack Sennett's chief editor and cutter, has just returned from a tour of Europe in which he visited the principal film centers of the Continent.

TOWERING ABOVE THE

A story brimming with love of sweethearts, of home and family, of mother... Pathos digging deep in the heart blended with boisterous rollicking comedy and hard-fisted drama... A theme that appeals to every age, race, creed... because it throbs with emotions felt by every human heart!

BE AMONG THE FIRST TO PLAY IT!



TIME

YEAR'S GREAT HITS!

THE HILL





JAMES DUNN SALLY EILERS

Sweethearts of "Bad Girl" together again

with **MAE MARSH**

...in a triumphant return...

Directed by HENRY KING

FOX

Exhibitors Vie in Selection of Title

Interest in the contest to select a title for the sixth Hoot Gibson deluxe western started waging high in the Monogram offices Monday. It was interesting to look over the names of exhibitors who are competing to be the champion title-selecting showman in this part of the country. There's a considerable amount of sport connected with the idea and to make it more sportsmanlike the Monogram home office will give $50 to the winning exhibitor and to top it, Joe Silverman, district manager, will donate a gratis booking on the sixth picture to the winning exhibitor. "Let's go," he says.

For convenience, the exhibitor is asked to sign and mail the blank herewith, simply writing in the best title they can think of for a smashing Hoot Gibson western, and signing their name, theatre name and town, and mail in to the nearest Monogram exchange, or the one with which the signer does business. As pointed out, all exhibitors who have bought the Gibsons or will start playing them by the close of the contest, are eligible, and there are no strings whatever attached.

Mr. and Mrs. L. B. Payne, of Kilgore, were Dallas visitors Monday. The Paynes formerly operated in Glen Rose, but were attracted to Kilgore when East Texas became a victim of the oil flood.

* * *

Ray Elkins and R. H. Janes, Hughes-Franklin auditors, are working temporarily for R. & R. Theatres, Inc. The H-F accounting department in Dallas was abolished last week. Both had been with R. & R. several years.

Big T.O.P.A. Attendance

(Continued from page 3)

to be returned in this business before trade regulations are properly smoothed up, zoning, power and light, taxation, ordinances, trailer service and other subjects, will come before the meeting, it is announced.

At eight o'clock in the evening a free banquet will be staged for members and their invited guests. Two of Texas outstanding after-dinner speakers and short talks from some of the members will be heard. Vaudeville acts have been billed for the occasion and after the banquet there will be a show.

Prominent Visitors Coming

George Sheppard, state comptroller, and a proven friend of the industry, has been invited to speak.

M. A. Lightman, of Memphis, president of the M. P. T. O. A.; Senator George Purl, of Dallas, and the Hon. T. H. McGregor, of Austin, will be on hand to address the assembly of Texas showmen.

Exhibitors are requested to write Judge Walker at Lampasas saying they will be in Dallas for the convention in order that accommodations may be properly made.

It is pointed out in pre-announcements that the T. O. P. A. has the largest independent theatre owner membership of any exhibitor body in the nation. During recent legislative fights hundreds of exhibitors pledged their financial and moral support. Organization officials are counting on the presence of all these exhibitors who are interested in an exhibitor organization and an organization that has already demonstrated its ability to do things in Texas, the statement said.

A PROUD FATHER!

U. A. Salesman's Son Is Winner of Honors

H. A. Daniels, United Artists' representative, is proud of his son, Henry, and justly so. Henry is taking off a big part of the honors at Peacock Military Academy, a select preparatory college in Dallas.

School officials have written the dad that Henry is an unusually fine student and that the school needs a hundred more of his type. The son has been promoted to the rank of lieutenant and he has made the honor roll of the school, an admitted distinction. H. A. is to be congratulated.

Cody Wings to Coast

Amarillo, Tex.—Bill Cody, Monogram western star, left here by airplane, November 6, for Hollywood. He concluded more than a month of personal appearances throughout Texas and Oklahoma here on that date. Cody will start shortly on "The Ghost City," fifth of his Monogram series of eight westerns.

GRAND GOES FILM

Sparks Purchases X-Cell Sound Equipment

Henry Sparks, of the Grand at Cooper, Texas, one of the state's best-known showmen, has switched over from disc to film operation. R. Z. Glass, of the Public Address Service Company at Dallas, has made installation of X-Cell equipment together with Webster all A. C. amplification, the change having been made last Friday.

Glass also reports the sale of an all-electric Webster amplifier to Oskar Korn for the Granada Theatre in Alpine.

KOEBRICK TO M-G-M

Connors and Kessnich Tour Southwest

Arthur Koebrick, an old-time M-G-M man, has been re-added to the sales force by Messrs. T. J. Connors, general sales manager, and C. E. Kessnich, district manager, who were in Dallas a few days ago talking over the widely-discussed M-G-M sales policy.

The officials left Dallas via auto piloted by Leroy Bickel, branch manager, for a session with Joe Clemmons, chief of East Texas and Jefferson Amusement Company Theatres.

MONOGRAM PICTURES
Gentlemen:
I believe the following title would best suit Hoot Gibson in the sixth and last of his present series:

"_____"

Exhibitor _____

Theatre _____

WE BUY AND SELL USED SIMPLEX PROJECTORS

COMPLETE LINE STANDARD PROJECTION EQUIPMENT and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

Cut Your Operating Costs
Save On Sound Upkeep

B. Batteries
Storage Batteries
Head Amplifiers
COST YOU MONEY!

And yet don't give you the satisfaction or security of continuous operation without worry.

Tests have proven that charging batteries and replacement costs are far more than the average exhibitor realizes.

X-CELL
SOUND ON FILM

Is Guaranteed to Give You Absolute Satisfactory Sound.

The New All A.C. Electric System enables a reduction of complete X-Cell sound-on-film equipment to a price well in line with the small town exhibitor's pocketbook.

THE NEW WEBSTER ALL A. C. AMPLIFIER IS A REVELATION IN COMPLETE A. C. OPERATION

Can be Added to Any Sound-On-Film Installation, Eliminating All Batteries and Head Amplifiers.

Write for Complete Information and Prices.

Public Address Service Co.
2024½ Commerce St. Dallas, Texas

One Dimer's Adventure

(Editor's Note:—The following is a true story. It actually happened within the last three weeks. If you want the exhibitor's name, we will be glad to furnish it with his permission. We are not trying to prove that the same thing would happen in every case. We give you the story only for what it is worth.)

FOR the benefit of any exhibitors to whom the agreement with reference to release schedule and admission prices is distasteful, and who, in a reactionary mood, might be filled with the futile desire to continue showing pictures —probably double or even triple features—for a dime on an advantageous release week, it might be well to recount an experience which recently occurred to one exhibitor in the city.

This exhibitor had been running at a dime, and showing pictures comparatively new. His business was rotten, which is nothing out of the ordinary, and as time went on it got rottener, which is also nothing new. Not only were his box office receipts very meagre, on account of the low admission price, but the actual number of people coming to the theatre was growing less.

One day recently, after an all night conference with himself, he came to the decision that he might just as well close up as worry along with extremely few dimes eked out by his ailing box office, and he decided to make or break in one move.

At the opening of his theatre that night when his few loyal customers who arrived on time to see the beginning of the performance came up to his box office, they discovered a new sign which bore the legend: ADMISSION 25c.

Most of them paid it, probably because they had made up their minds to see the show, and after all 25c is only 15c more than a dime, and 15c is not a great amount of money in 1931, which, by the way, is the very point this story is intended to emphasize.

As a few more customers straggled in the same process was repeated, and very few of them left to seek cheaper entertainment. The wind-up of the evening showed total box office receipts of over two and one-half times an average night's business at a dime. In other words, the 25c admission brought in a few extra customers who probably figured that the show was unusually good and worth the difference in price.

Our exhibitor friend, however, while more or less elated over the results of his "experiment," was not to be fooled by any temporary success of his ruse and figured that the next night would see an immediate and disastrous dropping off of patronage as the word got around the neighborhood that the theatre was now charging 25c for a show which was no better than previous ones offered for 10c. But he stuck with his plan of action.

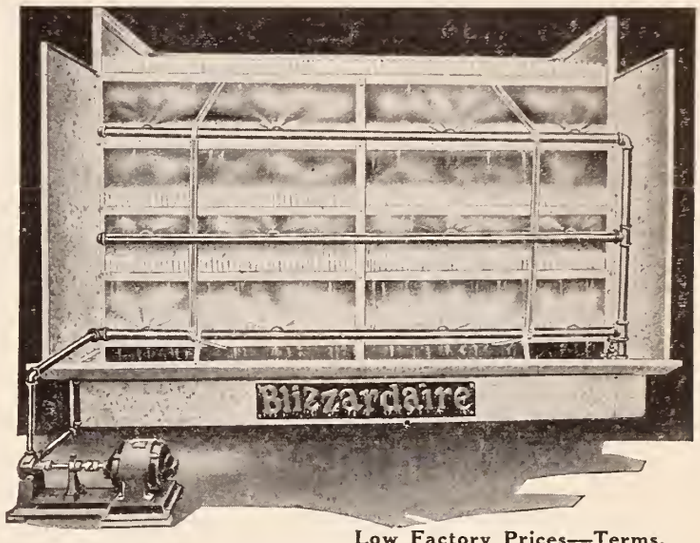
The 25c sign remained in place on succeeding nights, and Lo and Behold, the same process was repeated, and there was money to count in the box-ofice.

Since then, he has made an effort to improve his programs by adding interesting screen fare, and has found that he is not only doing two and one-half times the former business, but is increasing this percentage almost daily until now the theatre is actually running at a profit instead of the very unhealthy deficit formerly shown.

New Monogram First Run

"In Line of Duty," one of the 12 Monogram action melodramas, starring Noah Beery and Sue Carrol, was set in for a first-run on Elm street, at the Old Mill, Dallas, a Publix house. It's a story of the Northwest Mounted Police and is said to be a knockout for that type of production. Reviews the country over have handed it to Monogram for the showmanship jammed into "In Line of Duty".

INSTALL NOW!
Labor and Materials Were Never Lower in History.
OFF SEASON PRICES EXPIRE SOON!



Low Factory Prices—Terms.
No Humidity — No Noise — Even Distribution
Washes, Filters and Dries the Air.
J. O. FORD, Factory Representative.
BLIZZARD SALES CO.
DALLAS OFFICE: 2009 Jackson St.
NEW ORLEANS 504 Howard Ave.
ATLANTA 125 Walton St.

News Notes

The Warner Bros.-First National accessory department under the management of Howard Baskin, is right at the top in ad sales for the nation, according to a recent company check-up. Baskin has been with the company several years

Moore & Sullivan have opened the Star for colored in Greenville.

Isn't this very fair ? ? ?

THINK IT OVER

Here Is GOOD-ALL'S PROPOSITION---

The operation and reproduction of GOODALL SOUND ON FILM EQUIPMENT ALL A.C. OPERATED is fully guaranteed to give entire satisfaction, if installed by a Goodall engineer. If after a trial of from 15 to 21 days, RIGHT IN YOUR OWN THEATRE, you are not satisfied thoroughly with the operation and reproduction of this equipment, return everything to the factory and EVERY CENT of any down payment or good faith deposit will be IMMEDIATELY REFUNDED.

Good-All Electric Company, Inc.
TERMS **OGALLALA, NEBRASKA** **TERMS**

Representative for Texas
GEORGE W. SUMNER
Weatherford, Texas

Representative for Oklahoma and Arkansas
SOL J. DAVIDSON
704 West Grand Ave., Oklahoma City, Okla.

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Kendell Plans Huge Acoustical System

Establishment of 40 district offices with approximately 2,000 engineers located in the United States, Mexico and Canada, is planned as a result of a tie-up between Kendell & Dasserville, Inc., and National Sound Service Bureau, Inc.

This mammoth acoustical engineering institution is said to be the largest organization of its kind in the world. Engineers will be stationed in some 400 cities to carry on the work necessary in connection with the Kendell Acoustic System. The corporation is headed by President Robert Lothar Kendell.

The following district managers have been appointed: Reginald S. Teezel, Seattle; Fred A. Rice, Warsaw, N. Y.; Harry J. Kuhn, Dallas; Frank Mugford, Houston; J. W. Galbreath, Jacksonville; Leo Liddle, Salt Lake City; H. E. Peterson, Oakland; John Shaheen, New Brunswick; A. E. Schultz, Chicago; R. H. Hessenflow, Kansas City; Arthur L. Emerick, Cincinnati; Eli S. Dies and Joseph Kline, Philadelphia.

Plans are being made for inauguration of a home office engineering and correspondence staff.

Screen Lighting Formula

A preparation for giving porous screens the same effectiveness regarding light as that possessed by the old silver screen has been perfected in the sound department of the Warner Theatre circuit.

RCA REPLACEMENTS

Installs 94 Equipments in 30 Days

Out of a total of 94 installations of reproducing equipment made in the United States by Photophone, Inc., within 30 days, 58 were replacements.

During the period 38 theatres changed from silent equipment to sound apparatus. Eleven theatres that had been operating with other sound-on-film apparatus, 40 that had disc devices and five with combinations of film and disc attachments, discarded these types of equipment and installed RCA Photophone special or standard size AC operated apparatus, according to company announcement.

Although there still are about 5,000 theatres in the country operating with disc attachments, the number is gradually decreasing.

SOUND FOR POLICE

Boston Installs RCA Recording Device

For the purpose of demonstrating the possibilities of sound motion pictures in recording confessions and other evidence of importance in police department activities and upon the invitation of Police Commissioner Eugene C. Hultman of Boston, an experiment was conducted in the hearing room of police headquarters in that city through the medium of RCA Photophone portable recording equipment.

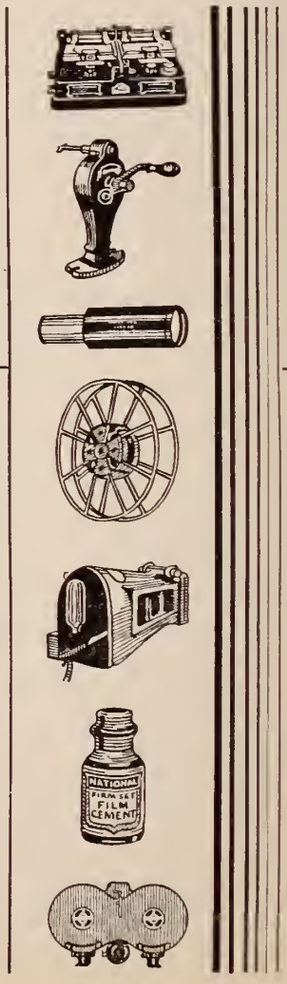
New Lamp

A new 300-watt, 16 mm. T-10 size, which does not require any form of lamp resistance for use in all model 3 and 5 Victor projectors and Animatophones, is announced by the Victor Animatograph Corporation.

YOU DON'T GUESS AT VALUE WHEN NATIONAL SERVES YOU!

Utmost value in equipment and supplies is a definite certainty at National. Your satisfaction is of prime importance. Complete stocks of supplies and accessories are carried for your convenience and personal examination. You'll never buy "a pig in a poke" when you trade regularly at National.

A DEPENDABLE STANDARD OF QUALITY IS YOUR GUARANTEE OF SATISFACTION!



NATIONAL THEATRE SUPPLY COMPANY

516 W. Grand, Oklahoma City, Okla. 306 S. Harwood St., Dallas, Texas

400 S. Second St., Memphis, Tenn.

Two $2.00 Openings: They're Both Big Hits

NEW YORK—Monday night saw the opening at the Astor Theatre of "The Champ," Metro-Goldwyn-Mayer release, starring Wallace Beery and Jackie Cooper and directed by King Vidor. "The Champ" is just that among current feature pictures. It packs a wallop that will knock out box-office records everywhere. Beery is superb as the ex-champ, who can't let booze and gambling alone, and Jackie Cooper delivers a performance that stamps this juvenile as a genius. The story matter is thin but it is well put over through the deft direction of Vidor. It is a tale of a tremendous love between father and son. It packs some heart-rending punches and will elicit much word of mouth praise. It delivers many good laughs also. It's fine entertainment for the masses.

TUESDAY night witnessed the opening at the Criterion Theatre of "Strictly Dishonorable," Universal release. Mark up another big hit for Universal. Here is delightful entertainment. Slightly spicy but cleverly handled and finely produced throughout. Paul Lukas, Lewis Stone and Sidney Fox are perfectly cast. The work of each of these players is excellent. The fine direction of John M. Stahl transferred this stage success to the screen without the loss of a thing that made it a great stage hit and motivated it in a manner that made its ninety minutes of running time seem much less. Perhaps this one can't be classed as strictly family entertainment—it's not a kid picture—but the family will get a kick out of it. It's strictly a hit!

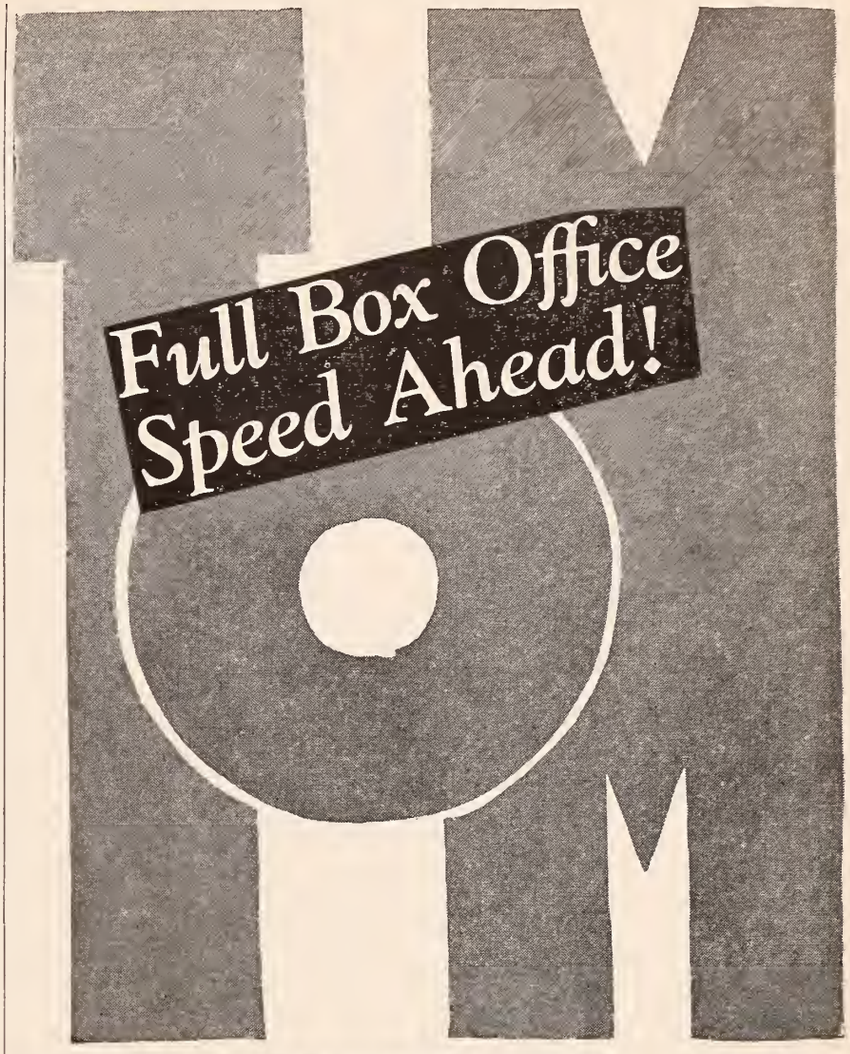
Myers in Plea for Relief Co-Operation

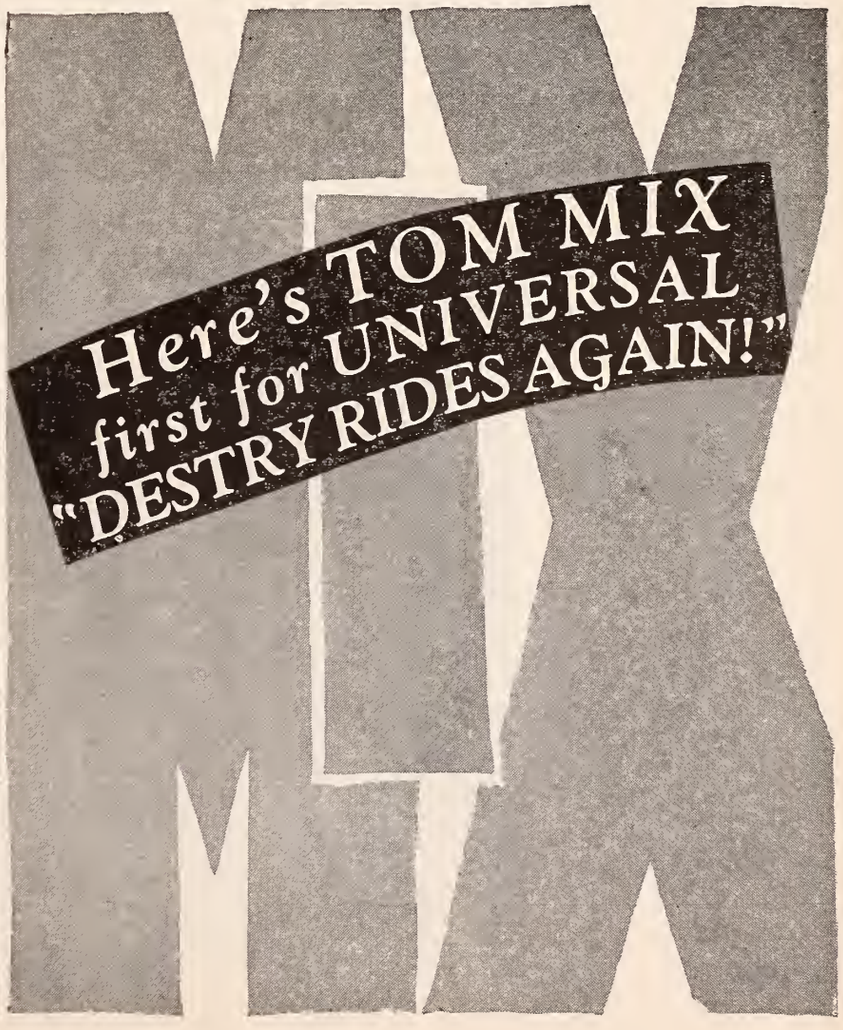
New York—In calling upon all branches of the industry to cooperate in putting over National Motion Picture Week for the relief of distress among the unemployed, Abram F. Myers, president of Allied States, issued the following plea:

Let us all put our shoulders to the wheel. The unemployment committees meeting in New York should be recommended by all branches of the motion picture industry as an opportunity to make a contribution to the public welfare that will be of incalculable and lasting value. To make the most of this opportunity requires that all branches and factions of the industry shall cooperate fully, vying only in accomplishment and not in self-glorification or claims or recognition or credit.

Not only must there be teamwork but the burden must be evenly distributed and any indication of selfishness or holding back by any branch or faction, no matter how prominent or important, will merit and receive public rebuke. While there may be room for difference of opinion as to some details of the plan, these can be readily adjusted by the local committees if they can be made to share the spirit of service which animated the groups that outlined the general plan.

The public has been taught to expect big things of this industry and if in view of advance publicity the results of this undertaking do not meet with the public's expectation the industry will suffer a loss in prestige and good will. Let us, therefore, put our shoulders to the wheel for the relief of the destitute, the credit of the industry and the good of our souls.





SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Give A Thought to Your Ads

(Editor's Note)—The following from Warner Theatres house organ, "Carry On," is worth your careful consideration:

EVERY once in a while some manager who ought to know better says, "my advertising is the least of my worries. I can lay out my copy in ten minutes."

That's a lot of bunk. The experts with years of experience behind them and a record of accomplishments to point to, can't do it that fast. And the chances are a hundred to one that copy that's drawn up in ten minutes is "just that kind of copy."

Advertising is the manager's voice to the public. Through that medium he speaks to the thousands in his community. Whether it's newspapers, heralds, billboards, window tie-ups, lobby displays, etc., it is advertising, and by its effectiveness is his theatre judged.

No manager in his right mind would think of addressing his patrons in a shabby shirt, suit, unshaven and unkempt. Then why should he expect slovenly copy, slapped out in an off-hand way, to attract customers to his theatre?

The duties of a manager are varied and arduous, but no duty is more important or is worthy of more concentration and effort than his advertising. If he has a publicity man who knows his business to whom he can delegate his work, that's another story. But if he must do the work himself he should give it the utmost care and thought. He should study the press books carefully, decide on the sales angle and approach his advertising with the idea in mind that it is all-important.

Sometimes a manager will find that the ads as laid out in the press book do not meet his particular requirements. In that case he should study them carefully and by rearrangement of copy and cuts make up ads that have punch and selling power. It is not necessary that an ad be used exactly as it is shown in the press book and ofttimes a combination of several ads will produce one ad that clicks right.

Advertising space costs money and the manager who does not make the best of it might just as well save that money and not do any advertising at all.

Take A Chance for 'Chances'

SO the wheel at the right in front of the Bickingham, a Warner Chicago house, advised passersby. We have it on good authority that two people out of every five took the chance. At any rate, the stunt drew plenty of interest and some real coin for the First National picture starring Douglas Fairbanks, Jr. The flannel-trousered chap along side the device is Al Kopulos, assistant manager.



Street Scene Idea for "Street Scene"

FOR the showing of Samuel Goldwyn's "Street Scene," Harry Shaw, manager of the Loew's State, Syracuse, put over a nifty exploitation campaign.

The lobby of the theatre was decorated with a large assortment of 11x14's and had three old-time lamp-posts stationed on the sidewalk in front of the house. They were draped with banners on both sides with theatre billing, playing up the stars, Estelle Taylor and Sylvia Sidney.

Other angles in the campaign were the distribution of 2,000 "telephone message slips" in all local hotels; distribution of 3,000 doorknob hangers and the pasting of 1,000 window streamers reading: "Try a Sylvia Sidney Sundae; It's Delicious. Then See Her in 'Street Scene' Now at Loew's State." The theatre's mailing list was used for mailing 10,000 Eddie Cantor letters praising the picture.

In order to gain more attention for his attraction, Shaw had a small merry-go-round drawn by two ponies, visit the local schools and offered free rides to the children. This ballyhoo was decorated with banners, all containing the theatre imprint and date.

Newspaper Vernacular Contest for "Final"

THE Rivoli Theatre in LaCrosse, Wis., staged a clever stunt in connection with the showing of "Five Star Final". In connection with an advertisement of the picture, 25 terms characteristic of newspaperdom were listed. Scattered throughout the Want Ads of the same edition of the newspaper were lines explaining these terms.

The object of the contest was to identify the lines corresponding to the terms to be defined. The fifteen most nearly correct entries were awarded a pair of tickets to see the picture. The contest aroused a considerable amount of attention and received much favorable publicity.

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

Essay Contest Aids "Squaw Man" Date

GEORGE C. BROWN, manager of the Paramount Theatre, Kankakee, Ill., arranged with the Evening News for an essay contest which was run for three days in advance of the showing of "The Squaw Man" at the theatre. A prize of $5 was offered for the best essay. Other prizes consisted of 20 pairs of tickets for "The Squaw Man". The topic was: "Should a Man Marry Out of His Race"?

A questionnaire contest was also arranged for the Republican. Five questions pertaining to the picture were asked each day. Answers were to be found among the classified "ads." Ten tickets were awarded each day to the winners.

Two Indians, formerly part of a stage unit, were used as lobby ballyhoo. They also paraded the streets on the day before the picture opened. The Indians attracted much attention.



The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, Manager

LOS ANGELES
WILSHIRE at RAMPART

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

CREATIVE forces of Hollywood are all agog over the much-heralded "Wall Street Invasion." It is generally conceded by those prominent in production circles that the subsequent dictatorial and clock-punching policy in an effort to curtail production costs can result in nothing less than a turn of the tide from the now quality product back to an era of mediocre entertainment and an exodus of acting and creative talent from the major units to the independent field and its opportunity of progress through unhampered creative effort.

There is no denying the fact that many well known names of filmdom can already be found on the independent roster. Monogram Pictures boasts the names of Noah Beery, Sue Carol, Patsy Ruth Miller and Rex Bell, Sally Blane and many others. The latest addition is Priscilla Dean, a big favorite of the silent days, who has been assigned an important part in "The Law of the Sea." When we think of Priscilla's large silent following coupled with her speaking stage experience we can't quite understand why she wasn't grabbed for the talkers by the big boys long ago. Another well-known name in major film circles is that of Douglas Doty, writer, who has been assigned to prepare Monogram's "Police Court," to be directed by none other than Howard Bretherton.

Another indication that the independents are reaching a higher level comes with the announcement that M. H. Hoffman has signed Chester M. Franklin, recently with M-G-M, to direct the first of his Six Stage Classics, "File 113," and that the leading part of "Le Coq," the French Sherlock Holmes, has been assigned to Lew Cody. Yea, verily, the Indies are sure on their way.

* * *

Showmanship of yesteryear returns to Hollywood Boulevard with Grauman's Chinese Theatre reverting to a policy of kleiglighted first nights and elaborate stage productions, inaugurating the policy with the premiere of M-G-M's "The Champ," and Grauman's Egyptian Theatre returning to a reserved seat policy duplicating its erstwhile colorful and brilliant Egyptian openings and all the fancy trimmings with Will Rogers in "Ambassador Bill" as its premiere attraction. Big Business? —certainly—Big Showmanship!

* * *

After seeing the early rushes of "Ladies of the Jury," William LeBaron, vice-president in charge of production, RKO-Radio Pictures, presented Suzanne Fleming, former Follies beauty, with a new contract. This is Miss Fleming's third featured film role.

* * *

Paramount has abandoned plans for the production of "Mrs. Wiggs of the Cabbage Patch." Outdated film fare and lack of modern appeal is Paramount's decision.

* * *

Flames raging through the exclusive Malibu Beach film colony from a fire which started in the home of Nash Canton, banker, burned his residence to the ground, swept to the home of Barbara Stanwyck and Frank Fay, reducing it to ruins and completely demolished the residence of directors Ned Marin and Joseph Santley. The fire, which for a time threatened the whole community, resulted in damage estimated approximately at $100,000.

* * *

Eight hundred feet of "Mickey Mouse" celluloid was stolen from the Larry Damour Studios while Dwight Caldwell, cutter, was at lunch. The theft is attributed to mischievous kiddies suspected of pulling the film through an open window. The negative, in lengths of 75 to 100 feet, is valued at $350.

* * *

Warren Newcombe, set director for M-G-M, and the inventor of a process for eliminating the building of sets, known as the "Newcombe Shots," will open an exhibition of his California landscape paintings at the new Stendahl Galleries. He has painted landscapes and portraits continuously since 1910.

Carl Laemmle, Jr., who sought the signature of Clara Bow for the star part in "Impatient Maiden," prior to her signature on the dotted line with Sam Rork, independent producer, has reopened negotiations with her to star in another Universal production.

* * *

Strange as it might seem, Noah Beery is said to be considering the financing of a series of westerns starring Noah, Jr. And we get this on pretty good authority. Young Noah has made quite a reputation in local theatricals as a drawling comedian.

* * *

First National has purchased "Cabin in the Cotton" for Richard Barthelmess. The novel is by Harry Kroll and as it will not be published until this winter the celluloid version will be well on its way by the time the story is off the press.

* * *

Now that Irene Rich has settled her matrimonial difficulties she is free to journey to her beloved New York. We hear that she is going to the Great White Way to appear in a stage play.

* * *

Dorothy Mackaill surprised the Hollywoodites by taking an airplane to Yuma with Neil Albert Miller, Honolulu sugar plantation manager, for the purpose of being married by Justice of the Peace Earl Freeman.

* * *

Olga Baclanova comes to the talking screen through a contract signed with M-G-M. She will play one of the femme leads in "Freaks." Basing their opinions upon her audience appeal in the silents and more recently upon the legitimate, Hollywoodites expect her to offer the other foreign imports some "reel" competition.

* * *

The country-wide search by Paramount for the right artist to play the role Thomas Meighan created in the silent version of "The Miracle Man," has ended right in Hollywood. Negotiations are under way for the signing of Chester Morris.

WE MEET



JACK NATTEFORD

While accepted in Hollywood as a knight of the pen, Jack Natteford is inherently a son of the saddle. He can be justly classified as one of cinema land's few screen writers who actually know the difference between the real West and the hokum concocted for the pulp magazine market.

He was born in Nebraska and gravitated early in life to the wider spaces of the West. His father was a rancher and Jack naturally learned about all there was to know about the hard-riding life of the plains. Raised in Oklahoma and Texas, spending most of his youth in the Panhandle, he was educated in an even dozen schools, catch-as-catch-can, and in a wide variety of saddles.

He got into the Mexican revolution of 1911, emerged with a 30-30 in the left leg and while recuperating drifted into newspaper work.

The New York Tribune and a half-dozen other eastern papers gave him enough of journalism. His first and best story never was published. It was filed in the safe to remind commissioners of a certain county what their jail was like. Natteford, on assignment, spent ten days in jail to get the story.

He has produced scores of successful originals and scripts. One of his many short stories, "A Glimpse of the Heights," won the O. Henry Prize Memorial Committee's award.

Natteford is at present with Allied Pictures Corporation and is responsible for script and dialogue as well as a number of originals making up the Hoot Gibson specials released by that company.

His work on "Clearing the Range," "Wild Horse," "The Hard Hombre" and "Gay Buckaroo," is particularly commendable and his excellent treatment of these stories undoubtedly gave the popular Hoot distinctive vehicles resulting in his still greater popularity.

Check the Checkers Move Being Planned

New York—Two companies are considering a "checkup on the checkers" because of collusion alleged between checkers and exhibitors. It is difficult for distributors to get a square deal under present checking conditions, according to one executive.

With many of the checkers getting only a few days' work a week, and being paid about $4 or $5 a day out of the $7.50 which the agency charges the distributor, the tendency on the part of these employees to proposition theatre managers is said to be strong.

In one instance it has been determined that, out of an average of $250 only $100 was reported to the exchange, the other $150 being split by the exhibitor and distributor.

Operators to Help

New York—In order to help relieve the unemployed all members of the I. A. T. S. E. and M. P. O. have been instructed by William F. Canavan, president, to donate their services at the benefit performances planned during National Motion Picture Week.

HERTZ TO HEAD

New Director May Become Chairman

New York—John Hertz of Yellow Taxi renown who last week replaced William H. English as a director on the Paramount board, is slated to head the board. English went off the finance committee to become chairman of the board of directors, a newly-created post filled until now by Adolph Zukor without title.

Contrary to report the Paramount board remains in status quo numerically with Albert Lasker and William Wrigley, Jr., replacing Al Kaufman and Daniel Frohman, resigned.

The directors also declared a two and one-half per cent dividend, payable in stock on December 31 to stockholders of record as of December 4. It was stated that this is equivalent to one-fortieth of a share for each share outstanding.

in New York it's ~ ~



THE NEW FORREST HOTEL

West 49th St., just off Broadway

300 large, outside rooms, each with private bath, shower, circulating ice water and RADIO.

$2.50 Single $3.50 Double

Suites for Parties of 2 or more $6.00 and up

New York's Best Hotel Value in the Heart of the Film and Theatre District.

Before attending the theatre, dine in the MIRROR ROOM.

Club Breakfast 25c up; Luncheon 65c up; Full Course Dinner $1.00.

All meals served in room without extra charge.

James A. Flood - - - Manager

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

5,000 BRAND NEW spring opera chairs at the greatest savings in prices ever offered. Fully 50 per cent below present prevailing prices while they last. A great opportunity. C. G. Demel, 845 South State St., Chicago. c11-17(4)

GIANT RACON HORN and exciter, $125; film rewinder, $35. R. F. K., Exhibitors' Forum, 1701 Blvd. Allies, Pittsburgh, Pa. 11-17

PACENT sound-on-film equipment. Guaranteed A-1 condition, $500 cash. Apollo Theatre, Oberlin, Ohio. 11-17

EXCELLENT sound - on - disc equipment; Moviephone, two turntables, two Utah, one Wright DeCoster, horns, amplifiers, new fader, six tube, all in A-1 condition. Reason for sale: Property bought out over our head. C. O. Littlefield, Bryantville, Mass. 11-17

BARGAINS in new and used theatre equipment of all kinds, sound on film and disc. Tubes, new, 20 per cent off list; X-Cell photo cells unconditionally guaranteed for one year, $25 each. Motors, blowers, projection machines and seats. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. c12-8(4)

THEATRES FOR SALE

PAYING THEATRES for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Bldg., Chicago. 12-8

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

POSITIONS WANTED

LIVE WIRE THEATRE MANAGER desires position. Can put over any house regardless of local conditions. Publicity expert, community builder and organizer. Salary, commission or both. Will go anywhere. Best references. Age 39, married. Address THEATRE MANAGER, care Chamber of Commerce, Bellefontaine, Ohio. 11-24

EQUIPMENT WANTED

WILL BUY standard unified organ; lift also. B-385, Associated Publications. 11-17

WANTED TO LEASE

WELL-EQUIPPED house, about 400 seats in town of 2,500 or more. Give full details including terms in first letter. Box B, Michigan Film Review, 610 Film Exchange Bldg., Detroit, Mich. c11-24(2)

ELECTRIC SIGNS

MARQUEE ELECTRIC SIGN —Bargain; flashing effect, 100 interchangeable letters. About half regular price. Will install and guarantee. Size, 8-foot sides; 18-foot front. E. Long, 9325 E. Forest, Detroit. Phone WHittier 1583. c11-17

THEATRICAL TRAILERS 7¼c per word. No footage or card charge. Minimum order $1.00. Samples free. Zehrbach Laboratory, P. O. Box 2059, Atlanta, Ga. 11-17



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

You've heard about "An apple a day—etc."

But less than a penny a day spent on buying MOTION PICTURE HERALD is even better for you. 12,843 paid up exhibitor subscribers at $3 a year testify. When that many showmen agree on one thing there's no possible argument about merit or value.

You agree, too—so sign the coupon now, and that'll be your smart buy, for today.

MOTION PICTURE HERALD

MOTION PICTURE HERALD, 1790 Broadway, NEW YORK CITY

Enclosed find the sum of $ ..... for which send MOTION PICTURE HERALD each week for ... years, beginning with issue of .....

1 year	$3.00
2 years	5.00
3 years	6.00

NAME .....

THEATRE .....

CITY ..... STATE.....

Mention your trade connection

Checking back and *Looking Ahead*

STARTING six months ago, we've been repeatedly inviting you to "Keep your eyes on Tiffany Pictures." Because Tiffany Pictures are going somewhere. We knew it then. Now you have the evidence by which you, too, may know it.

★ ★ ★

It has often been said that it is in the burning test of depressions that successful enterprises are made. Certainly the steady forward march of Tiffany Pictures in face of this year's trying conditions is an outstanding example of what careful thinking, careful planning, proper man-power, hard work and courage can do.

★ ★ ★

Dependability in delivery; consistency in box-office quality! They tell the story. Such pictures as "Hell Bound," "Women Go On Forever," "Murder at Midnight," "Leftover Ladies" and, coming soon, the greatest of them all, "X Marks the Spot" . . . . . these are the answer!

★ ★ ★

There's box-office power in Tiffany Pictures' Quality Group of features. That's why they're playing first run in every big key center in the country. That's why they're playing with increasing regularity such great circuits as Publix, Warner Bros., RKO, B. & K. Midwest, Universal, Loew's, Fox, Fox-Skouras, Hughes-Franklin. And there's steady business building strength in the KEN MAYNARD and BOB STEELE Westerns.

★ ★ ★

Tiffany Pictures are an outstanding value for showmen. Their performance of the last few months is your insurance. It is good business to sign that contract today.

TIFFANY
PRODUCTIONS, INC.
***Distributed by* Sono Art—World Wide**

NOV. 24, 1931
VOLUME VIII NUMBER 11

MOTION PICTURE TIMES



BENEFIT SHOWS RAISE THOUSANDS FOR UNEMPLOYED

MORAN AND ISLEY TAKE OVER CUSHING FROM HIRAM DUNCAN

EXHIBITORS WARNED NOT TO TRANSPORT THEATRE RECEIPTS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

Mr. Sales Manager:

You Market your product nationally, but---you sell it locally.

FOR GREATER RESULTS—*Advertise Locally on a National basis.*

Associated Publications cover important local needs in trade news and service.

Dealing with local as well as national problems of the motion picture industry gives Associated Publications the advantage of year around preference.

Exhibitor interest for each publication in the A. P. Group of ten regional trade papers is maintained by well balanced editorial material valuable and welcome because it applies to local conditions.

Advertising in the A. P. Group gets the benefit of this friendly exhibitor reception. You get intensive coverage and intensive reader interest. And for convenience—one order, one plate, one billing.

FOR ASSURED RESULTS

TELL 'EM WHERE YOU SELL 'EM!

ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

THE FILM GROUP

ASSOCIATED PUBLICATIONS

FILM TRADE TOPICS

Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIEAGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS' FORUM

Covering Pittsburgh and Buffalo territories.

SHOWMAN of the OHIO VALLEY

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

ASSOCIATED PUBLICATIONS, Inc.

BEN SHLYEN, President and Publisher

NEW YORK OFFICE: 551 Fifth Ave.—Phone: MUrray Hill 2-10191

PUBLISHING OFFICE: 4704 East 9th St., Kansas City, Mo.

IN ADVERTISING THERE IS NO SUBSTITUTE FOR GOOD RESULTS

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Thousands for Jobless

Huge Grosses Realized by Southwest from Benefit Shows; Dallas, Oklahoma City Lead.

The night of November 21 and the dawn of 22 was a memorable time for the unemployed of this region when theatres of key towns and smaller cities rolled up creditable grosses to be turned over in toto to local relief organizations.

Elm Street theatres in Dallas took in several thousand dollars, the Majestic said to have turned in the highest figure possibly due to vaudeville pulling harder for the midnighters' money.

Fifteen theatres in Dallas ran special midnight performances, business, however, being off in the suburbs, as was expected.

P. K. Johnston, chairman of the Dallas committee, and a Publix executive, said late Monday afternoon that complete returns on the shows were not yet available as in many cases lay committees had sold tickets which delayed immediate tabulations. However, it was intimated that the amount raised in Dallas was creditable to the cause.

Oklahoma City Goes Over

A special dispatch to MOTION PICTURE TIMES indicates that Oklahoma City may have topped relief grosses for any city its size:

"Co-operating with President Hoover's emergency committee for local unemployed relief, every theatre in Oklahoma City held special preview shows Saturday night, November 21, and the Publix Criterion and Warner Bros. Midwest put on giant stage shows for four hours' entertainment with dancers, singers, comedians, radio stars, bands, soloists, wise-crackers, and specialists; every actor in the city taking a part.

"While rainy weather prevailed, all of the theatres were well filled and a huge sum of money raised to be turned over to the unemployed.

"All theatre employees and every one taking part in the performances donated their services."

Moran-Isley Buy Cushing Houses

Midwest's Purchase of Two Duncan Theatres Boosts Company's Oklahoma's Units to Eight.

A theatre deal of some magnitude was completed in Oklahoma last week with William Moran and Phil Isley, of the Midwest Theatre Operating Company at Oklahoma City taking over the Duncan and American Theatres in Cushing from Hiram Duncan. The deal boosts the Midwest chain up to eight with four in Tulsa, one in Oklahoma City, one in Frederick and two in Cushing.

Griffith Amusement Company is sharing in the Cushing possibilities in their operation of the Paramount there.

At one time Midwest operated some 15 houses, several of which were turned over to the Griffith chain which later closed them.

Phil Isley is a well-known equipment and theatre man in Oklahoma City, and Moran was formcity manager of Universal. Offices of Midwest are located at 623 West Grand avenue.

Warns Showmen

Not to Carry Theatre Receipts on Person; H. C. Houston, Rush, Held Up and Beaten.

There's no law against a theatre man toting his week-end theatre receipts, or nightly receipts for that matter, but it's a dangerous practice this season. In fact, it is even dangerous for an exhibitor to walk home after closing his show whether he is carrying the swag or not, judging from what happened to H. C. Houston, of the Astor at Rusk, Tex., a few nights ago.

H. T. Covington, projectionist at the Astor, sent in the following account of the hijacking assault on the Rusk exhibitor:

"H. C. Houston, owner and operator of the Astor at Rusk, was seriously beaten over the head with guns by two masked men attempting to hijack him about 1 a. m., Saturday night, November 14.

"Mr. and Mrs. Houston had left the theatre after the midnight preview for their home. As Houston was preparing to enter his home after putting his car in the garage, he met the men who commanded him to 'stick 'em up,' but before he had time to do so, the men began to hit him over the head with their guns. After knocking Houston to the ground they attempted to choke him, but fled when Mrs. Houston, who had heard the noise, ran out of the house and screamed for help.

"Houston's only loss was his billfolder containing personal papers and cards, and though confined to his bed for a few days seems well on the road to recovery."

Neal Houston, Fox salesman and

(Continued on page 4)

LOSES TWO PRINTS

Fire in Texas Film Exchange Room

Creating the most excitement that has been seen on Harwood street many a day, two new prints in the Texas Film Exchange inspection room flashed up into space as fire of undetermined origin caused a loss for Al Wolf, the boss, of about $300. It was the quickest transaction ever made by the company. The prints had just been received from the express company and were in the process of inspection when the celluloid mysteriously caught fire.

Several hundred people milled the street below as firemen entered the building and prevented further possible damage. All other prints were in the vaults, however, Wolf said.

PRODUCERS VISIT

Goldstone-Horner Confer with Jack Adams

Henry Goldstone, Hollywood producer and sales manager of Metropolitan Pictures, was in Dallas last week calling on Jack Adams of the Allied Exchanges. Metropolitan is putting out four serials this year. Henry Goldstone is a brother of Phil Goldstone, former Tiffany and States Rights producer.

Robert L. Horner was the other producer in town last week for a conference with Adams. Horner makes westerns. He drives an especially-equipped Lincoln which he handles with ease despite his handicap of having both legs missing.

HOST TO YEGGMEN

Cash Prizes Attract Eyes of Cracksmen

The Strand Theatre at Uvalde, Texas, in which Don Douglas of Dallas, is interested, was host to a group of yeggmen Sunday night, when a miniature safe was taken out of the theatre, holding week-end receipts, Douglas informed friends on the Row Monday.

The Strand has been putting on a stunt of giving away $15 in gold weekly, and the advertising turned out to be too great a temptation for the bandits, it is believed, the safe movers evidently visioning that the Strand had stored up prizes to last a year in the small safe.

SET SHAWNEE DATE

Jones Will Remodel and Open the Savoy

Jake Jones, owner of the Ritz at Shawnee, will remodel and open the Savoy about January 1, according to a report reaching Dallas Monday. A. B. Momand gave up the Savoy some time ago and the house had been dismantled. Jones also owns the Criterion which he has leased to Griffith Amusement Company.

The town is divided between Momand with the Odeon; Jones with the Ritz and Griffith with the Bison and Criterion.

Universal Sound Sales

The following sales of Universal sound-on-film equipment have been reported in Oklahoma by the Film Speaker Company, of Oklahoma City, of which H. G. Waldron is manager:

Leon, Milne, Royal Theatre, Mountain View; A. R. Bender, Melba Theatre, Cleveland; Griffith Amusement Co., Palace Theatre, Cleburne; Charles Blaine, Blaine Theatre, Weleetka; State of Oklahoma, State Prison, McAlester; J. S. Street, Rex Theatre, Pond Creek; C. E. Allison, Gem Theatre, Rush Springs; S. W. Mankins, Folly Theatre, Maysville.

Also Operadio amplfiers to the following theatres: Glen D. Thompson, Thompson Theatre, Wilson; E. V. Weaver, Osage Theatre, Shidler; J. W. Cotter, Dixie Theatre, Holdenville.

Showmen Warned

(Continued from page 3)

son of the Rusk Showman, learned of the attack and was assured by phone his father was not seriously hurt. Although Houston did not have his money with him, Neal is warning every exhibitor he sees not to pack receipts from theatre to home even in daytime. Theatre receipts are said to be the goal of the hijacking fraternity at this time.

A "Sound" Ship

Now on its first trip around the world, the S. S. President Coolidge of the Dollar Line, 659 feet long and the largest ship built in the United States, is equipped with every modern convenience, including a complete Western Electric talking picture reproducing equipment and a Public Address System for sound amplification.

Thurber Lease

W. R. Gerhard and brother have leased the Opera House at Thurber, Tex., which they will re-equip with sound and open about December 1. The house name will be retained, it is said.

FROM ONE EXHIBITOR TO ANOTHER

Washington's STRAND Theatre

Mr. P. C. Rossee,
Dixie Theatre,
Eatonton, Ga.

Washington, Ga., November 18th, 1931.

Dear Mr. Rossee:

Replying to your inquiry as to BesTone Sound On Film equipment, I have operated this equipment about two weeks now and I am delighted with it. The tone is beautiful and the voices very natural. If I am any judge, I find voices much more natural than on Western Electric, and I don't believe the music could be any more beautiful over ANY equipment. We showed "City Lights" Monday and Tuesday and with the musical score to this picture, had a chance to test out the production of music—and the result was a joy and delight.

The equipment seems to be fool-proof and simple to operate and I can't see where it could give any trouble that could not be adjusted by an ordinary small-town operator. This of course, is very important, as most small-town exhibitors can not afford the service charges being asked by so many companies. As I see it, this equipment seems to be an answer to our prayer.

Should you find an opportunity to come to Washington, I would certainly take pleasure in demonstrating the whole thing to you.

I did not use any of my old equipment as none of it was up to date enough and I think I was very lucky to trade it in. This is the only company I know of that will make an allowance for disc. In most cases it is junked.

I hope that I have given you the information which you want, but if there is anything else I can tell you about it, will be only too glad to do so.

Yours very truly,
Signed (MRS. WILLINGHAM WOOD.)

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New Fox Writer

Hollywood—Edwin Justus Mayer, prominent playwright, has been added to the Fox writing staff. Mayer is the author of the romantic comedy success of a few seasons back, "The Firebrand," and the more recent "Children of Darkness" in which Basil Sidney and Mary Ellis played the leading roles. He was formerly connected with Metro-Goldwyn-Mayer in the double capacity of writer and director.

Sign Wales-Mong

Holylwood — Ethel Wales has been signed to play the part of "Aunt Martha," and William V. Mong the role of "Fletcher" in Columbia's production, "Maker of Men," which carried the working title of "Yellow." Jack Holt and Richard Cromwell are featured.

"U" Title Change

Universal City—The title of "Heroes of the Law," the third serial to be released this year by Universal, has been changed to "Detective Lloyd." This is the serial which was written around the exploits of a Scotland Yard detective.

Praise Seth Parker Film

It is a rare occasion when a newspaper goes out of its way to say good things about motion pictures or the motion picture industry. The following article on RKO's "Way Back Home," which appeared as an editorial in the "Boston Traveler" will, therefore, be of interest to the trade:

SETH PARKER

If it is smart to be immune from sentiment, we are not smart.

If it is a sign of soft-heartedness to be moved by touching, homely scenes, we are soft-hearted.

Daily we of the newspaper world are almost engulfed by stories that pour off our wires, stories of crime and disaster and intrigue the world over.

As a relief from it all, for a few moments, at least, yesterday we slipped out of the office and into the RKO Keith Theatre to get a glimpse of the Seth Parker talkie.

Before our eyes there unrolled a picture of New England life, simple life that at times became quite complicated with its human problems. We defy anybody not to laugh as Seth Parker discusses his income tax with an expert. And when Lizzie invited David to bring his ma, to her party, we, who think we are case-hardened to acting, found our eyes wet.

Perhaps it is plain melodrama. Perhaps, fundamentally, we are small-towners with a lack of art appreciation. In any event, we came out of Keith's with the feeling that everything will be all right if folks will only act right.

MONOGRAM

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2. **"IN LINE OF DUTY"**
   A northwest mounted epic story of Canada's last frontier. Action, thrills, and suspense in a drama of law and love. Starring NOAH BEERY and SUE CAROL.
3. **"SHIPS OF HATE"**
   Mutiny on the China seas. A lone white girl in perils more terrible than those of the storm-to sed ocean. With LLOYD HUGHES and DOROTHY SEBASTIAN.
4. **"MOTHER AND SON"**
   A story of Reno and divorce and one of the greatest mother-love stories in picture history, and a box-office natural. Starring CLARA KIMBALL YOUNG.
5. **POLICE COURT"**
   Beauty, the voice of the law. A woman district attorney prosecuting the man she loved. A throbbing drama that is different.
6. **"LAW OF THE SEA"**
   With five stars including RALPH INCE, SALLY BLANE, EVE SOUTHERN, REX BELL and WILLIAM FARNUM. Directed by Otto Brower.
7. **"WESTERN LIMITED"**
   Action story of a thundering iron steed behind schedule with "Bull-Dog" Jones at the throttle. Unlimited in its exploitation values.
8. **"THE FATAL ALARM"**
   A mystery your patrons can't solve. A clever drama in tribute to the boys in blue. Every fire company will support this picture.
9. **"ARM OF THE LAW"**
   Amazing story of brave men who answer the call of organized crime with their lives. Here's a picture that every local police or sheriff's department would lead in a parade of tie-ups.
10. **"DARLING of the GOBS"**
    A picture that will crowd 'em around the box office like sailors crowding ashore across a gang plank. The sky is your limit in ballyhooing this one.
11. **"ISLE of HUNTED MEN"**
    Gripping picture of the South Seas, passion, fear and hatred in the hearts of missing men.
12. **"KLONDIKE"**
    The frozen north with its precious gold. Money-making tie-ups can be made on this one with banks and jewelers.

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12 Mighty Action Melodramas

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THE PUBLISHER'S PAGE

What Is Wanted in Pictures?

A SURVEY conducted by the ten units of Associated Publications revealed interesting information as to what the public wants in the way of motion picture entertainment. The preference was for no special type of pictures; quality, regardless of type, was the demand. And with that stars and players—established names—signified pulling power. That's quite a different story from the belief that one type or another must come in cycles to hit the popular fancy that may be momentarily in swing because of the success of a single picture of a certain type.

IT has been said before and it will bear repeating that if anything has hurt the box offices throughout the country it is the cycle trend; the grooving and simultaneous releasing of pictures of a type; and the excessive copy-catting by all producers with too little originality in evidence. Because a "kid" picture makes a hit due to a new twist to a plot or because of good characterization by its players or simply because it is something broken out of the groove of sex, gangster or newspaper story, the market almost immediately becomes flooded with "kid" pictures. And they are all so much alike that it is little wonder that the shopping public is failing to patronize picture theatres like it is expected to—or, if you please, like it wants to.

VAUDEVILLE wasn't killed because talking pictures came in and took away vaudeville's patronage. It killed itself because it became monotonous. Some of the vaudeville bookers showed the poor judgment of booking acts for ten years that never changed a line of their dialogue; and one black-face comedian even sang the same songs for ten years. The legitimate stage wasn't murdered by the talking picture. It sounded its own death knell when it commenced to give the public too much of one type of production—the sex plot. There again monotony drove away patronage.

IN recent news reports producers expressed conflicting opinions as to what the public wants in the way of picture entertainment. One declares that it wants comedy and does not want hokum; another declares that it wants hokum; good old-fashioned romance with a little melodrama thrown in, etc. The truth of the matter is that the public wants everything that is good entertainment---the type makes no difference—but it must be good. And, further, it wants its entertainment diversified. Even the man who eats eggs for breakfast every morning wants the style varied every now and then.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Tinker New Fox President

Interstate Head Succeeds Harley L. Clarke, Who Becomes Chairman of the Fox Board.

New York—Edward R. Tinker, president of Interstate Equities Corp. and holding a long list of directorships in many important corporatons, was elected president of Fox Film Corp., November 17. Tinker succeeds Harley L. Clarke who becomes chairman of the board.

Observers construe the appointment as a victory for the Chase banking interests, which is understood to have indicated a desire to take the lead in administrative affairs of the company. The banking company has approximately $110,000,000 invested in Fox.

In addition to Tinker and Clarke, the Fox board includes Albert H. Wiggin, Cornelius Vanderbilt, Philip R. Clarke, Frank O. Watts, George M. Moffett, Matthew C. Brush, C. W. Higley, Winfield Sheehan, David K. E. Bruce and Samuel W. Fordyce, with Sheehan the only film man in the group. Changes in the directorate are considered likely.

In announcing the appointment, Clarke issued the following statement:

"I have been hoping for some time that Mr. Tinker would undertake this responsibility and am delighted he has now accepted it. He comes to the corporation with a long experience in banking and business management. His election is a part of the consistent effort of the board of directors to strengthen management personnel and has the approval of the company's bankers. In accepting the presidency, Mr. Tinker continues his connection with the Interstate Equities Corp. which has participated in all the recent financing of Fox Film."

Tinker issued a statement reading:

"I have been interested in the affairs of Fox Film for some time. Mr. Clarke and I have been friends for many years and my relations with the bankers for the company have been equally cordial. I am looking forward to the renewal of pleasant relationships with old friends and associates."

KID TRADE IN A NOSE DIVE

Throughout the Country, Survey Reveals; Ratio Ranges from Two per Cent to Fifteen.

A need for more pictures appealing to the children, or necessity for more thoughtful attention by showmen to the undeveloped territory of juvenile patronage is indicated by a checkup last week by ASSOCIATED PUBLICATIONS on the percentage of children among theatre audiences of today. The survey, appearing in localized detail in separate ASSOCIATED regionals, is the most comprehensive checkup on juvenile patronage since the beginning of sound.

Kiddies Lose Interest

In Boston and the surrounding New England terrtory, percentage of children in theatre audiences is less than four per cent of the total attendance. In some New England towns this drops to less than two per cent. One-half of this attendance is on Saturday. "Sophisticated dialogue and lack of action speed that characterized the silent films, along with the general economic condition, are factors held responsible.

The percentage rises when we enter the Pittsburgh area. Here the rating is slightly above ten per cent, with the bulk of patronage on Friday afternoons and evenings and Saturday matinees. Many children are accompanied by their parents on these days. Serials, with actions or westerns on the program are the main attractions.

(Continued on page 9)

Federal Tax Planned

Hoover's Message May Request Tax Legislation to Reduce Tremendous Deficit of Nation.

Washington — That Congress must do something to reduce the anticipated two billion dollar deficit expected by the end of the present fiscal year is generally conceded. That an admission tax measure will be introduced as one means of revenue also is quite generally accepted. And congress will tackle the deficit reduction job next month. Proposals for the return to the war-time luxury taxes are expected.

President Hoover is in the midst of drafting his message to congress. A recommendation for enactment of taxation to reduce the burden upon the treasury is expected. The following figures give some idea of the return from war-time and post-war admission taxes:

In the fiscal year of 1921 the government secured a littlle less than $90,000,000 from the tax on admissions and dues. In the same year it secured $320,000,000 from taxes on transportation and insurance $230,000,000 from miscellaneous excise taxes and $92,000,000 from special taxes.

The admission form of tax is considered as one of the easiest ways of raising revenue.

HI-LITES IN THE WEEK'S NEWS

New York—No plans are being considered for the reduction of Paramount's 1932-33 program, according to Jesse L. Lasky who expects the company will make 65 features, the same number scheduled for the current season's release. Closing of the New York studio is not being considered, Lasky stated.

New York—Certain holders of Class A stock of RKO are endeavoring to enlist the aid of Class A stockholders throughout the country in revising the present plan of refinancing recommended by the company.

New York—The 52 features-a-year policy will be continued by M-G-M during the 1932-33 season, according to Nicholas M. Schenck, president.

Hollywood—Graham Baker has been placed in charge of the scenario department at Columbia studios.

New York — Publix has made approximately 50 partnership theatre deals during the past year, mostly on a 50-50 basis, with operation vested in Publix's partners.

Two More Maynards

Hollywood — Two big western specials, starring the cowboy hero, Ken Maynard, have been added to Tiffany Productions' 1931-32 program, according to announcement made by Sam Bischoff, in charge of production at the Tiffany studios. The first of the two is "The Texas Gunfighter," an original story by Ben Cohn, which will be directed by Phil Rosen.

Columbia Chain Deals

New York—Loew's New York Circuit, the Phil Smith chain, Interstate Theatre Corp., and the S. Kurson group, the three latter in New England, have closed contracts with Columbia which will assure presentation of the company's product in the theatres controlled by these organizations.

Lightman Advocates Family Night Plan

Memphis — Designation of one evening each week as "Family Night," when travelogues, musicals, clean comedies and newsreels will be presented is advocated by M. A. Lightman, president of the Motion Picture Theatre Owners of America.

This type of show will go far toward re-establishing family ties which have been broken up during the past few years, Lightman believes. In addition he thinks it will prove highly profitable as a revenue-producer.

Lightman's plan proposes that a representative board of local mothers appoint a committee to select subjects to be shown at these performances.

First Merger Steps

Hollywood—First steps in the merger of physical properties of the RKO-Pathe and RKO-Radio studios is now under way with the transfer of portions of the Pathe property department to the RKO-Radio Pictures studio.

Josephine Dunn Returns

Hollywood — Returning to the screen after nearly a year's absence due to illness, Josephine Dunn has been signed for a role in Paramount's "Two Kinds of Women."

Monogram's Actions Offer Big Tie-Ups

Famed for his money-making pictures of former years through tie-ups his flims made possible with firemen, police, department stores, etc., W. Ray Johnston, guiding hand of Monogram, has come through this year with just such possible tie-ups visioned in the series of 12 action melodramas which that company is distributing in connection with many other releases of variety appeal.

Under the Monogram system of unit production which takes in the past production experiences of Johnston, Trem Carr, C. C. Burr and I. E. Chadwick, practically all of the 12 melodramas afford sure-shot tie-up values.

In looking over the titles tie-up possibilities are found to be great in "The Western Limited." Railroads and all railroad employees will lead the procession for this one.

"The Fatal Alarm" is one that all fire companies will get behind, because the picture is in tribute to the heroism of the boys in blue.

"The Arm of the Law," is one that all police organizations will support. "Klondike" offers a great tie-up with banks and jewelry stores.

Outside of the tie-up possibilities of the 12 melodramas, some of the list will be found to have unusual appeal that do not need this sort of exploitation. A story of Reno and divorce needs no special tie-up. In fact this theme is already tied up in nearly all families. Noah Beery needs no special tie-up to put him over in a northwest mounted role. That's what made both he and Wallace famous.

"Forgotten Women" is an inside story of Hollywood and there are seven stars in the cast, including Rex Bell and Beryl Mercer.

"A Darling of the Gobs," girl mascot of the sailors, made by C. C. Burr of Torchy Comedy fame and producer of the Johnny Hines' series, is a romantic comedy that will likely stand on its own merits.

The Monogram plan of plugging in unusual and specialized appeal in some of their melodramas, and working in sure-shot tie-up possibilities in others, is looked upon as a smart scheme to aid showmen, all of which is proving out in the first four melodramas already released.

Another "Quiet" Honor

Universal City—"All Quiet on the Western Front" has been awarded the Photoplay Magazine Gold Medal as the best picture of 1930. With the winning of this medal, which is announced by James Quirk, editor of the magazine, this Universal production has received every award that could possibly be received by a picture made in 1930. Furthermore, it has received more awards than were ever accorded to any motion picture ever made. When Carl Laemmle received from Quirk the Photoplay Magazine Medal, it marked the fourth symbol of the preeminence of "All Quiet" which has been given to him.

Start Ates Short

Hollywood—Rosco Ates' next two-reel comedy for RKO-Radio Pictures has gone into production with Lloyd French directing.

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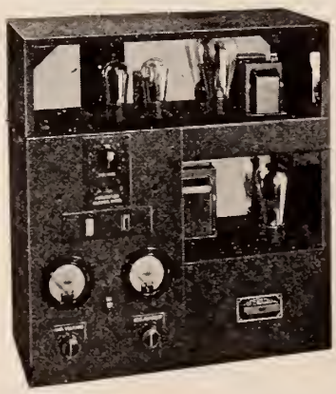
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Juvenile Patronage Off, Reports Show

(Continued from page 7)

And here is a significant fact, one that censors are using; three of several dozen exhibitors interviewed do not permit their own children to view many of the films they exhibit.

Profits are cut into most Saturday matinees due to the fact that at many houses a double feature and short subjects are used in addition to novelty prizes and premiums.

Children are not satsfied with talking pictures, most of which they cannot understand. "They cannot make the noises they used to in showing their appreciation and excitement," stated one theatre man. "The kids like their bad men bad, so that they can spot him from the time he enters the pictures. In the average picture today, they don't know which is the bad man, and are so confused that they fail to take interest. The kid patronage is very poor. They like slapstick comedy and "stunt" pictures best. Many children are forbidden to attend the ordinary run of today's productions; others don't have the cash."

Northwest Makes Bid

In the Northwest a strong bid is being made for juvenile trade, particularly is this true in the Milwaukee division. Fox there has its Mickey Mouse Club, attracting some 20,000 kiddies. Warner theatres also have organized kid clubs and feature special Saturday programs. Indies are striving to bring the children in. Condition in Minneapolis sector is similar to that in Milwaukee, with less attention to special features.

Detroit and Chicago report percentages ranging from five to around fifteen, special programs and clubs largely responsible for the higher ratings. Double features are knocking Chicago's child patronage into a cocked hat, according to reports.

Need for Actions

A survey of representative theatres in the Cleveland territory reeals an average kid attendance of about ten per cent. In some spots the take rises to 50 per cent on special days, only to be brought down by many barren sections.

Asked whether there s a shortage of feature films suitable for exhibition for children, all Cleveland exhibitors agreed that such a shortage does exist, at the same time stating they have no way of determining just what type of picture children want to see.

Birthday and Mickey Mouse clubs, opportunity or local talent nights and special programs boost the Kansas City and St. Louis territories to around fifteen per cent. The Better Films Council in St. Louis pays particular attention to selection of pictures suitable for children. A similar organization is being formed in Kansas City for that purpose.

Exploitation Draws Them

Atlanta reports attendance in southeastern downtown first runs as less than five per cent, with higher averages in all suburbans. New Orleans in this area draws in the children by continuous exploitation and special attractions. Juvenile patronage has steadily declined throughout the South, reports from Dallas and Oklahoma City substantiating the Atlanta checkup.

A comprehensive investigation of the West Coast reveals a most decided decline. In many points, particularly around San Francisco, kiddie trade drops to nearly three per cent. Surplus of dialogue and sophisticated film fare is said to be chiefly responsible.

Small town exhibitors and those operating in suburban sections declare there exists a need for kid pictures to bring back both the young and old to the theatres. Concerted efforts on the part of men's and women's clubs are being made to increase the low percentage of juvenile trade in this section.

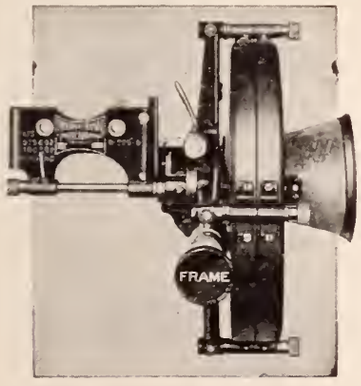
BLUE TO HOFFMAN

Series of Eight for Next Season

Hollywood — After a national survey of public demand, conducted through exhibitors and independent exchanges, M. H. Hoffman has signed Monte Blue to a long-term contract.

Eight specials starring Blue will be offered by the producer for next season. Variety will be stressed in the choice of stories, to give Blue an ample opportunity to show the versatility that made him one of the biggest box-office stars in the history of motion pictures, Hoffman states.

Production and release will be through Allied Pictures Corporation, whose second year's product will also include eight Hoot Gibson Western specials and the Stage Classics series, beginning with "File 113" now in production under the direction of Chester M. Franklin.



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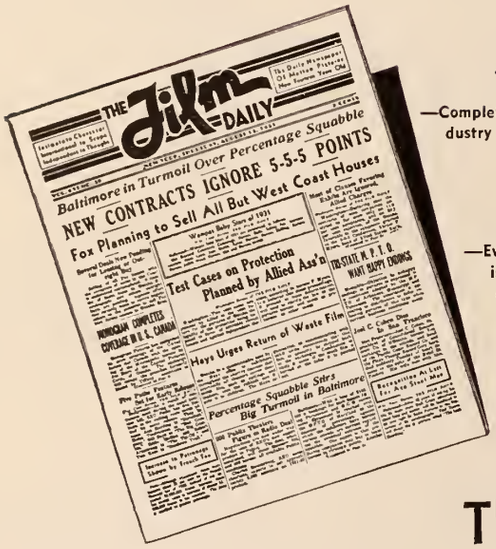
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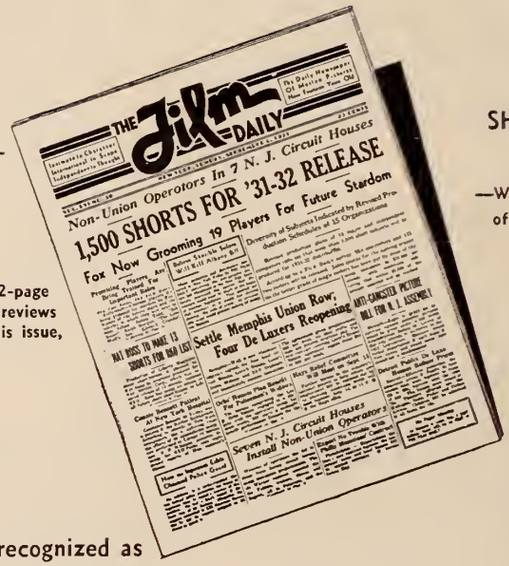


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THE SHORT SUBJECT QUARTERLY, an issue devoted to the short subject field giving exhibitors all the news about shorts, has long been recognized by our readers as one of the finest editions obtainable. Every three months the Sunday issue of THE FILM DAILY contains from 24 to 64 pages and covers the short subject field from beginning to end. Schedules of company releases, pages of shorts reviews, production activities in this field, together with countless ideas on how to sell short subjects to the public, are all included in this issue. All of these ideas are tried and proved. This is an exceptionally valuable issue to the theatre operator who plays shorts of any description.

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HERE is a volume which has no equal. Everything pertaining to the motion picture industry can be found within its covers. This important volume which runs well over 1,000 pages each year contains a showman's manual of 32 pages of ideas which are practical. The ideas are not just theory, they are ideas which have been used to satisfaction. They are so grouped and arranged so that no matter what type of picture an exhibitor is playing, he can find stunts which will help him sell his picture to the public. The Year Book contains a complete list of theatres throughout the country, circuit or individually owned. A list of more than twelve thousand features released since 1915 together with review dates and distributors' names. A complete list of all features released during the year with all data, such as players' names, directors, etc. A buying guide that is unsurpassed, giving names and addresses of all important equipment venders listed under products handled by them. Personnel of all major producing and distributing companies. Addresses and officers of important societies. A summary of arguments against censorship. Censor boards and their personnel. The ten best pictures of the year. A financial section showing the financial structure of the major companies. A foreign section which gives you a survey of the foreign field. These are only a few of the many subjects of interest found within its covers. THE FILM DAILY YEAR BOOK is also given free with a year's subscription to THE FILM DAILY.

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DAY

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ALONG FILM ROW

Claude C. Ezell, former Warner Bros. sales manager, was scheduled to arrive in Dallas Tuesday, his former home, where he will establish permanent headquarters. It is said that the executive still has three years to go on his present contract, for which he will continue to rake in the do-ra-me for that period.

* * *

B. G. Herber returned Tuesday from Brownwood, Texas, where he supervised a Universal all-A. C. sound-on-film installation in the Queen Theatre for L. D. Brown.

* * *

R. Z. Glass, of Public Address Service Company at Dallas, has announced the sale of X-Cell equipment with Webster A. C. amplification to E. H. Rowley for the Palace at Whitewright. Mr. Rowley, a former partner in Robb & Rowley, and now division manager for Hughes-Franklin, has owned the little Whitewright Theatre for several years, having purchased the showhouse for his mother. Tommy Woods will open the house for Rowley within the next few days, it is said.

* * *

Joe Brecheen, former Dallasite, who has been stationed in Oklahoma City the past year as office manager for Pathe, will be permanently located in Dallas as office manager and head booker for the combined RKO-Radio and RKO-Pathe offices, he said Monday. Joe was succeeded in Oklahoma City by Mat Dowling, RKO booker.

* * *

J. G. Tomlin, well-known exchange and equipment man, is announcing a new sound-on-film equipment. The device is known as the Monarch Talk-A-Film equipment and is all-A. C. operated. Tomlin has operated the Square Deal Film Exchange a number of years, dealing in silent westerns, but since sound generally supplanted silents he has specialized in talking equipment and made many installations of Kipp disc equipment over the Southwest.

* * *

H. W. Jorgensen, of the East Grand; his brother, Walter Jorgensen and their friend, George W. Thornton of Buffalo Engineering Company, are safely back in Dallas after a deer hunt to regions near Llano, making the trip in Walter's specially-built house car. The exhibitor bagged two bucks and the other was split between the other hunters. A party from the ranch on which the hunt was made joined them and there were five Georges in the group.

* * *

Pat Gordon, general executve and Herman Robbins, president of National Screen Service, arrived in Dallas late Monday afternoon for a visit with Wallace Walthall, of the district offices.

Business Still Here

Business isn't as stagnant as some would have you believe, according to a well-known and informative executive on the Dallas market in a statement Monday. "If I were at liberty to talk I could point out some very interesting projects which are going to take place within the next few weeks in this business," he said. "But I was pledged to secrecy as these plans were unfolded to me," he declared. The executive was talking about theatre operations, we learned.

TO WRITE HAYS

Dallas, Houston Groups to Offer Ideas

A campaign has been started at the meeting of the better films committee of the Dallas Council of Parents and Teachers to secure better films by each member sending a personal letter to Will H. Hays, president of the Motion Picture Producers and Directors' Association, demanding that better films be made.

Houston will be asked to take the same action. Mrs. Clarence Echols, chairman, expressed the hope that all associations in Texas would follow and that the campaign would become national. "When over 10,000 letters leave Dallas within the next few weeks, each demanding better films, there should be some response," Mrs. Echols said. "At least producers will know that Dallas wishes to have good pictures."

Adds Two More

Hollywood — Natalie Moorhead and Bette Davie have been assigned roles in Columbia's "The Feathered Serpent," which is the first of two Edgar Wallace productions to be presented by the company this season. R. William Neill is the director. H. B. Warner and Walter Byron have already been signed for this feature.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

ANOTHER "FIRST"

Second Talmadge Film Into Old Mill

Al Wolf, of the Texas Film Exchange, was successful in placing the second Richard Talmadge action picture, "Scareheads," in the Old Mill for a first run Dallas showing. As with "Dancing Dynamite," the Old Mill boosted the picture heavily as an action picture and made special effort to bring in the kids by using the radio and other media.

"Scareheads" is a newspaper story, and Talmadge puts into it a number of his hair-raising stunts for which he was noted in former pictures.

Bob Paulsen is reported as purchaser of the Idle Hour at Hempstead, Texas.

CUTS TO FOUR DAYS

Policies Changed in Two Coleman Houses

Roy Howell, operating the Howell and Dixie Theatres at Coleman, Texas, has cut down show time to four days a week, it is reported, and consuming three films between the two.

The Howell shows one on Sunday and Monday and another Friday and Saturday. The Dixie, specializing in westerns, uses only one on Friday and Saturday. The Howell is a deluxe establishment, similar to the Ritz at Big Springs.

Medbury Starts Another

Hollywood — John P. Medbury, wise-cracking monologist and writer, has started work on his latest Columbia-Futter "Travellaugh," entitled "The Road to Mandalay."

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Kahane Discusses Problems of RKO

New York—B. B. Kahane discussed the present Radio-Keith-Orpheum financial problems at a round table meeting with daily newspaper, business and trade press reporters Wednesday. He charged the company's existing financial problems to Hollywood, acquisition of Pathe and the decline of foreign business and the fall of British sterling. He stated that these factors caused a decrease in the company's income, forcing plans for new financing and revision of the budget.

Speaking of the Hollywood responsibility in the present condition, Kahane referred to M-G-M. He cited economies at these studios where Selznick recently took charge.

As to acquisition of Pathe, Kahane stated RKO put $7,000,000 into that company and that there was no income while the consolidation was being worked out. The decline of the pound reduced foreign income from one-third to one-fourth of the total gross, thereby affecting the amortization schedule, he asserted.

Offer From RCA

Kahane struck out at factors he said were creating the impression that RCA was "trying to steal the company." RCA "reluctantly" agreed to underwrite the new financing out of a sense of obligation as RKO's largest stockholder and because it had furnished the management for this company, he declared. If no substitute plan is forthcoming, if opposition develops, RCA will withdraw its offer, he said. In that event Kahane believes receivership is practically inevitable.

Three Courses Open

The new plan of financing, to be voted on at a special meeting December 10, calls for reduction of Class A stock to one-fourth the amount now outstanding, the Class B stock, which is held by RCA, being recalled and reclassified as common. Stockholders are called upon to purchase an issue of $11,600,000 in debentures under penalty of sacrificing 75 per cent of their stock interest. RCA is to receive 125,000 shares of the new stock in exchange for its 500,000 shares of Class B; will participate in the subscription through its holdings of Class A and will purchase any debentures remaining unsubscribed, together with the accompanying stock.

Ratification of the plan and purchase of the debentures, retention of 25 per cent of their stock in the hope that it someday may be worth more than the present 100 per cent, or a receivership, which Kahane says chances are slim of averting, are the three courses open to the stockholders.

Release "Suicide Fleet"

Culver City — "Suicide Fleet," RKO Pathe's naval special, was nationally released on November 20. "Suicide Fleet" will have fifty-one day and date key city opening during Thanksgiving week.

A Columbia Premiere

New York—Columbia Pictures' "The Guilty Generation" with Leo Carrillo and Constance Cummings in the leading roles, had its premiere at the New York Strand, Thursday, November 19.

John Boles Assigned

Hollywood — John Boles, a recent acquisition of Fox Films, has been assigned to the leading male role in that company's forthcoming production of "Scotch Valley," from the novel by Mildred Cram. One of the newly-formed teams of do-directors, Harold Schuster and Samuel Godfrey will direct, with Al Rockett as associate producer. This is Boles' second role for Fox, his first having been opposite Linda Watkins in "Good Sport," soon to be released.

Miriam Goldina Cast

Hollywood — Miriam Goldina, star of the Haabinah Theatre in Moscow, has been signed by Paramount to enact her first screen role in "Ladies of the Big House." The Russian star will make her debut in support o fSylvia Sidney, Gene Raymond and Wynne Gibson.

Farrell's Next

Hollywood—Charles Farrell will play the leading role in the recently purchased John Golden play by Hugh Stange, "After Tomorrow." Three members of the original cast have been signed by Fox for the same roles they played on Broadway. They are Donald Meek, Barbara Robbins and Josephine Hull. Miss Robbins is a new "discovery."

Augment Jones Cast

Hollywood — Shirley Grey, as the feminine lead, and Murdock McQuarrie, in the role of "Grim," have been added to the cast of Columbia's next Buck Jones special, entitled "Justice Rides Again." Lambert Hillyer is directing. The players already signed are Harry Todd, Robert Ellis, Richard Alexander and Henry Sedley.

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* * * * * * * * *

HENRY SPARKS, Grand at Cooper, Texas, is already added to the growing list of X-Cell users.

* * * * * * * * *

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WHAT to do!
HOW to do it!
WHEN to do it!

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Bringing in The Kids

THE showing of kid pictures in New Orleans has been reduced to a science by the management of the Saenger Theatre.

Eighteen months ago this theatre organized the Kiddie Club, which now has a membership of approximately 15,000, with dues of five cents a year, which includes a Booster button and a membership card. Members are admitted to the Saenger Theatre each Saturday for ten cents, while the regular admission to non-members is fifteen cents.

A special program is presented in addition to the current film feature and musical acts followed by a serial, so dear to the hearts of the youngsters. "The Galloping Ghost" is on tap this week, and is d-e-l-i-g-h-t-f-u-l, as the late President Roosevelt was wont to remark. In intermissions between reels thousands of lusty young voices swell various choruses from the "Million Dollar Baby," "Guilty," "I Don't Know Why" and others that have made fortunes for the song writers. As the "patrons" file out, candy is distributed to each, varied occasionally by popcorn and peanuts.

Adult attendance is not encouraged at these Saturday performances. There is a method in the madness of the Saenger management in the organization of the Kiddie Club. Naturally these boys and girls will grow up. As their first amusement thrill was in the Saenger Theatre, naturally when they reach the age of discretion, the Saenger for them and so on till the final curtain is rung down on their lives.

Another thing—the kiddies advertise the Saenger Theatre not only in their own households, but the entire neighborhood as well.

Not only is the activities of the club restricted to the film productions of the Saenger Thaetre, but on each Fourth of July the management treats the members to a picnic at one of the city's breathing spots, in which refreshments —all they can gorge, are furnished free, preceded by a parade. Last year 22 blocks were acquired to accommodate the marchers. In addition to the Saturday morning activities, youthful talent is featured twice a year in a revue staged especially for the adult clientage. These kiddie revues have been profitable to the theatre's box-office, especially during the Christmas week, when a magnet is necessary to draw adults from the shopping district.

Loew's State also caters to the youngsters each Saturday in what is termed a "Birthday Club" and have enrolled about 10,000 members in good standing, who are also admitted for ten cents and the presentation of a membership card. Special films are projected and the entire vaudeville bill change their acts for the benefit of the juvenile attendance. The Birthday Club is a new venture, not as old as the Saenger Boosters, but it serves its purpose just as well. Adults are not encouraged to attend during this special entertainment.

"Family Honor" Contest Draws in Milwaukee

A CLEVER exploitation stunt was staged by Ben R. Katz, advertising manager for Warner Bros. in Wisconsin in connection with the showing of "Honor of the Family" at the Warner Theatre in Milwaukee.

Sealed envelopes measuring 6½x3½ inches were distributed to the patrons leaving the theatre with the words on the outside: "The inside of this envelope is worthless if you think nothing of the Honor of the Family!"

Inside the envelope was a slip, 10x5½ inches, listing on one side the rules for a contest and on the other advertising the picture. The contest involved the writing of a sentence using "Honor of the Family" as the underlying thought. A pair of tickets were awarded free to 50 persons submitting the cleverest sentences in connection with this contest.

Fred Reeths, manager of Warners' Sheboygan Theatre in Sheboygan, recently staged a clever stunt in connection with the showing "of Five Star Final". He secured 5,000 wooden whistles which were distributed about the city with the following inscription upon them: "We've got something to blow about. Edward G. Robinson in 'Five Star Final,' a tremendous newspaper drama thrilling to its final scene."

Big Tieups Feature "Palmy Days" Run

IN ushering in the premiere of Samuel Goldwyn's "Palmy Days" at the Denver Theatre, Denver, Manager Holmes Swiger built his entire exploitation campaign around the tie-ups offered in the press book on this Cantor comedy. And in every case his stunts resulted in securing generous window space and flooding the city with literature which brought the crowds to the theatre.

A tie-up with a baking company resulted in securing special banners with picture of Eddie Cantor dunking a piece of bread. These banners were draped on both sides of 60 delivery trucks which paraded the city in advance and three days during the run of the picture. More than 50,000 heralds were distributed through a tie-up with a pastry shop. A grocery company made mention of the picture in a three-column ad used in all Denver dailies. The ad tie-up offered free tickets to persons whose names were mentioned in the ad. Reproductions of the ad were pasted on the windows of the company's 180 stores throughout the city. Free coffee and cake was served in the lobby of the theatre. Besides the above tie-ups all Denver music and bookstores arranged displays in their windows publicizing the engagement.

The lobby of the theatre was decorated with special cut-outs consisting of Eddie Cantor with large gilt-tinsel letters on a velvet background, making a striking display seen for blocks away. Swiger also secured great breaks in all the local dailies with cuts and feature stories on Eddie Cantor.

Short Is One-Half of "Double Bill"

A DEPARTURE from the conventioned double feature program was innovated recently by the Liberty Theatre in Seattle. In a one-half page newspaper ad in the Seattle Star, the Liberty Theatre advertised a "Big Double Feature Program," with the Mack Sennett-Bing Crosby two-reel comedy, "I Surrender Dear," offered as one-half of the "double feature program." The two-reel comedy, billed over the feature picture, was given two-thirds of the half-page advertising space in the newspaper.

Rural Bill New Col. Radio Feature

THE Thompson Cove Folks, a new feature of Columbia Pictures' radio service, presents two rural characters discussing the company's current product in their quaint New England style with cut-ins of scenes from the production. They go on the air every Saturday night from 10 to 10:30 p. m., over Station WFOX, Brooklyn, N. Y.

The series opened with a presentation of "Pagan Lady" in which Evelyn Brent was featured on the screen, and was followed by "Shanghaied Love," the photo-drama featuring Richard Cromwell and Sally Blane. This week the subject under discussion by these entertaining country "folks" will be "A Dangerous Affair," in which the buddies, Jack Holt and Ralph Graves, are featured as a team. A stock company composed of professional players and radio stars enact "The Thompson Cove Folks" series.



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RATES ON APPLICATION
L. C. REED, Manager

LOS ANGELES
WILSHIRE at RAMPART

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Photophone Wiring Studios for Royal

Believed to indicate an increase this winter in production activity in the east, especially among independent producers, RCA Photophone recording equipment is being installed at the Royal Studios, Grantwood, N. J. Activity will get under way with this system early in December.

Photophone's recently developed ground noise reduction recording equipment and ribbon microphone transmitters will be included in the in Royal Studio installation, and the plant also has acquired one of the Photophone trucks and complete equipment for location work. The studio has a main stage 96 feet long by 65 feet wide and 26 feet high, a small stage 64 feet wide and 36 feet high a completely equipped carpenter shop, commodious dressing rooms, cutting rooms, projection rooms, two large scoring rooms and a television stage.

Andrew J. Brislin, president of Royal Studios, Inc., was for many years identified in an executive capacity with the Westinghouse Air Brake Co. He is secretary and trustee of the East New York Savings Bank and treasurer of the Empire Title & Guaranty Company, both of Brooklyn. Leo Beck, chief engineer of Claude Neon Lights, is vice-president; Cornelius A. Brislin, trustee of the Richmond Hill Savings Bank, treasurer, and John Brislin, Jr., vice-president of the Brislin Lumber Co., Inc., is secretary.

MEXICO LICENSEE

Empire Producer Using RCA Photophone

Maurice A. Chase, president of Empire Productions, S. A., the new sound motion picture producing corporation that built large studios at Empire City, in the Chapultapec Heights section of Mexico City, has purchased a complete studio recording unit from the Mexico Music Company, distributor for RCA Photophone, Inc., and immediately following its installation, which will be within thirty days, will begin the first of twenty feature pictures, 104 short subjects, and a sound newsreel for distribution among Latin American countries and Spain.

"Two studio buildings, which are located in a plot of 135 acres, are completed and one large stage is nearing completion," said Mr. Chase. "Two of the studios, administration building, cutting and projection rooms and laboratory have been completed. One of the studio buildings is 208 feet long by 125 feet wide and 60 feet high.

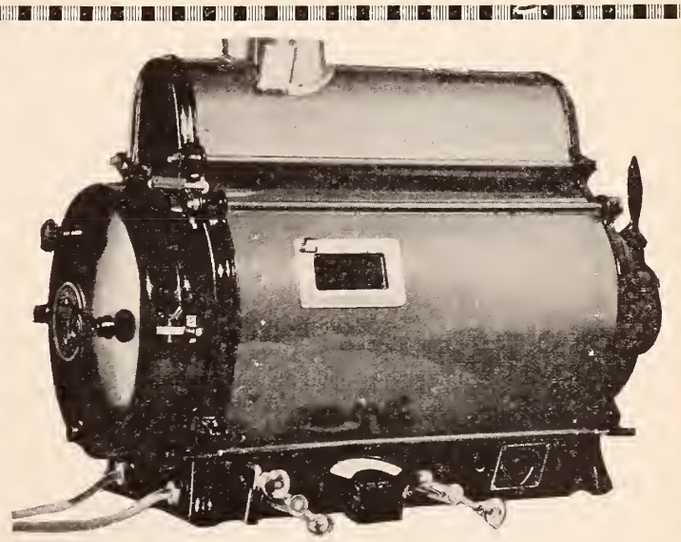
RECENT ERPI JOBS

Trend Reveals Increase in Sound Sales

C. W. Bunn, general sales manager of Electrical Research Prodlist of recent theatre contracts for ucts, has announced the following Western Electric Sound System installations:

Wanoca, Wallace, N. C.; Victoria, Blossburg, Pa.; Paramount, Greensboro, N. C.; Grand, Ronceverte, W. Va.; Empire, Sellersburg, Ind.; Majestic, Jetmore, Kas.; Rialto, Bedford, Ia.; Odeon, Mason, Texas; Doric, Detroit; Ohio, Loudonville; Pearl, West Depere, Wisc.; Bobbie, Brooklyn; Band Box, Philadelphia; Court St., Buffalo; Gable, Sharon, Pa.; Palace, W. Asheville, N. C.; Tangerine, St. Petersburg, Fla.; Avon, Buffalo; Bonita, Marion, Ala.; Dalton, Dalton, Ill.; Park, Buffalo; Whiteway, New Haven; Ridge, Lackawanna, N. Y.; Guild, Crystal City, Texas; Ritz, Abilene, Texas; Grand, East Troy, Wisc.; Hastings, Hastings, N. Y.; Temple, S. Lyons, Mich.; Broadway, Ft. Wayne, Ind.; Belvedere, Pomona, Calif.; Union Square, San Francisco; Southgate, Southgate, Calif.; Whiting, Thermopolis, Wyo.; Virginian, St. Charles, Va.; Alczar, Brocton, N. Y.; Grand, Pt. Allegany, Pa.; Capitol, Leominster, Mass.; Colonial, Utica, N. Y.; Walker, Brooklyn; Park, Lee, Mass.; Globe, Meade, Kas.

Paramount, Oakland, Calif.; Crescent, Shawano, Wisc.; Avalon, Wilmington, Calif.; Happy Hour, Buffalo; Garden, Cumberland, Md.; Windsor Opera House, Windsor, Mo.; Eureka, Baltimore, Md.; Ensley, Ensley, Ala.; Frontier, Buffalo; Pastime, Conway, S. C.; Embassy, Cumberland, Md.; Opera House, Fillmore, N. Y.; Palace, Mt. Jewett, Pa.; Burrett Opera House, Weeds Port, N. Y.; Dixie, Tipton, Okla.; Loveland, Loveland, Colo.; New Weed, Shastina, Calif.; Camo, Keansburg, N. J.; Broadmoor, Bloomfield, N. J.; Strand, Steelton, Pa.; Pictureland, Metropolis, Ill.; Ohio, Dayton; Ritz, Caldwell, Kas.; Fox, Billings, Mont.; Wyalusing, Wyalusing, Pa.; Lotus, Allentown, Pa.; Carthage, Carthage, Miss.; Lyric, Genova, Ill.; Hillcrest, San Diego, Calif.; Liberty, San Diego, Calif.; Wade, Moorehead City, N. C.; New Miramar, Milwaukee, Wisc.; Star, Clinton, Ill.; Dixie, Atlanta, Ga.; City, Woodruff, S. C.; Mary Lou Kansas City, Mo.; Dreamland, Hewley, Pa.; Community, Watertown, Conn.; State, Springdale, Conn.; Temple, Yates Center, Kas.; Grand, Sparta, Ill.; Embassy, Kelso, Wash.; Old Court, Quanah, Tex.; Park, Ashley, Pa.; National, McRae, Ga.; Best, Hazelhurst, Mass.; Patio, St. Petersburg, Fla.; Scout, Oakdale, La.; Carlson, Mayville, N. Y.; Vic, Chicago; Earle, New Philadelphia; Elm, Philadelphia; Spruce, Philadelphia; Bay, Brooklyn; Park, Lackawanna, N. Y.; Avenue U, Brooklyn; Bison, Dallas, Texas; Arlington, Arlington Hgts., Ill.; German House, St. Louis, Mo.; Carolina, Mullins, S. C.; Opera House, Skowhegan, Me.; Colonial, Orange, N. Y.; Roxy, Mt. Union, Pa.; Laverne, Laverne, Okla.; State, So. San Francisco, Calif.; Boulevard, Los Angeles, Calif.; Lyric, Billings, Mont.; Capitol, Cumberland, Md.; Wayne-Palace, Philadelphia; Astor, Allentown, Pa.; Ritz, Madison, Fla.; Matawan, Matawan, N. J.; Newkirk Brooklyn, N. Y.; Columbia, Providence, R. I.; Pelham, Philadelphia; Uptown, St. Louis, Mo.; Crandon, Crandon, Wisc.; State, Newark, Del.; Crescent, Mahoningtown, Pa.; Gable, Sharon, Pa.; and the Rialto, New Britain, Conn.



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THIS WEEK
in
HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

VICE-PRESIDENT CURTIS and his sister, Mrs. Dolly Gann, got a real Hollywood reception and a glimpse of another side of the flicker industry that left them dazed to the 'nth degree. Attending the premiere of M-G-M's "The Champ," at Grauman's Chinese, left the distinguished visitors nothing short of stunned.

The flicker industry had arranged the usual fanfare for the occasion and the presence of a vice-president and his sister gave an added touch that drew a crowd stretching several blocks. The noted brother and sister arrived at the theatre with Mr. and Mrs. Louis B. Mayer, escorted by a motorcycle squad.

* * *

"Final Edition," Columbia's newspaper yarn, will bring Mae Clark to the silver sheet in the role of a sob sister. She has been borrowed from Universal to play opposite Pat O'Brien who will be seen as the city editor. "Final Edition" was written by Dudley Nichols, former World employee, and it is to be produced by Ralph Block, also a former gentleman of the press. There's a chance for the daily rags to get a fair break yet.

* * *

"Hollywood Voice and Screen Test Studio"—that was the elaborate cognomen under which Marvin Hart and Jack Zukor, Hollywood bootleggers, operated under until John Law discovered the harsh biting irritants unkind to their adam's apple. And speaking of stills—the law claims these boys owned one of the largest stills in local prohibition history.

* * *

Stage shows return to Warner Brothers Hollywood Theatre with Jess Stafford and his orchestra, supplemented by a revue.

* * *

Myles Connolly, associate producer of RKO-Radio Pictures, tendered his resignation which was accepted by David O. Selznick. Connolly, who has been under the Radio banner for the past three years, said his future plans were not ready for announcement.

The fourth "Torchy" comedy is well under way at the Educational Studios under the direction of C. C. Burr. Ray Cooke again playing "Torchy" with Dorothy Dix as "Vee Ellins." Edmund Breese, Franklin Pangborn, Edward McWade and Charles Giblin are the supporting members of the cast. Lewis Physioc is in charge of the camera.

* * *

Over at the M-G-M lot Clarence Brown is making good headway with "Emma." This is not a love affair, "Emma" is the title of an original written for Marie Dressler by Frances Marion. Jean Hersholt, Richard Cromwell, Myrna Loy, Barbara Kent and Dale Fuller complete the cast.

* * *

Norman Foster, hubby of Claudette Colbert, moves his make-up kit from Universal to Warners-First National for one of the featured roles in support of Dick Barthelmess in "Alias the Doctor." Others slated for parts in this picture are Marian Marsh, Lucille La Verne and Arnold Koroff. Michael Curtiz will direct.

* * *

Administrators of the Stevenson estate have sold the rights to Robert Louis Stevenson's "Suicide Club" to Carl Laemmle, Jr., who plans to make the production on a big scale. An all star cast will be used.

* * *

A distinguished visitor here was Father O'Donnell of Notre Dame. In visiting the various studios he expressed great amazement at the technical strides made in the industry. He takes back to the Fathers and students of Notre Dame a comprehensive idea of the celluloid city.

* * *

Hoot Gibson is due to buy a new airplane. Not for Sally Eilers, but to replace his own sky demon which he cracked up when landing into a soft muddy field. Although the plane was wrecked, Hoot escaped with a few minor injuries and the same old wholesome good natured smile.

James Cruze, according to the latest info, is on the verge of making a Mormon epic which will be dubbed "Hell and Hallelujah." In addition to a Mormon theme, it is nosed around that Mormon capital will play a large part.

* * *

Alec B. Francis, beloved character actor of the celluloid city, is reported recovering from an attack of amnesia and nervous breakdown. Alec had a hard season of tough breaks prior to his chance to play the French attorney in "Mata Hari" opposite Greta Garbo and Ramon Novarro. Anxiety over the result of his test and subsequent worry is said to be the cause of his temporarily lost memory.

* * *

Herman Mankiewicz, author and scenarist, under contract to Paramount, has been borrowed from that organization to write dialogue for "Girl Crazy," the RKO-Radio Pictures production starring Bert Wheeler and Robert Woolsey. Mankiewicz was signed by David O. Selznick, executive vice-president of RKO-Radio, for his special duty.

* * *

Theatre screens will be standard shape for the first time since the advent of talking pictures if a proposal favored by Hollywood studios is adopted. Improved photographic effects and more efficient use of the image space on the film are expected to result.

Scenes that have heretofore been photographed to conform with an oblong screen in some theatres and a virtually square screen in others, resulting in part of the picture image being cut off, no longer worry cameramen. The new standard is expected to permit the studios to use four per cent more area on the film than was formerly possible.

* * *

Harry Warner comes to Hollywood on business and Ruth Chatterton leaves for Lake Arrowhead with a bag full of scripts with the thought in mind of aiding the Warner Brothers in picking out a winner for her first vehicle.

WE MEET



SALLY BLANE

Our interview with Sally Blane within the portals of the Monogram studios marked the addition of another major studio player to the Monogram roster and the signing of Sally for the melodrama, "The Law of the Sea."

Sally is different to say the least. She professed an aversion to athletics and confessed a weakness for dancing. She prefers to dance at the Ambassador and likes to eat at Victor Hugo's—in spite of the Brown Derby.

One thing we are quite sure of, Sally enjoys going to a fire better than anything else. She became so excited over a fire truck passing the studio that she nearly jumped out of the window. "Gosh, I just love to go to a fire," she said, "especially when it's a large building."

We arrived at the conclusion that Sally has the makings of a first class fire bug and advised Producer Trem Carr to keep a close watch on her.

Sally became a Wampas Baby Star in 1929 and her entry into the land of flickerdom dates back six years, embracing sixty leading parts. Her principal hobby is saving fan mail, "Vagabond Lover," "Dangerous Affair" and "Ten Cents a Dance" netting her the heaviest response to date.

Sally reminded us of two other sisters also in the flicker biz. Loretta Young and Polly Ann, Loretta being elected a Baby Star at the same time as Sally. In regard to matrimony she advised us that she liked her men weak and anaemic and of rather medium height and we suspected her of having a great sense of humor.

Whatever the first vehicle is, Darryl Zanuck hopes to make it a box office bell ringer.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Strictly Dishonorable

Universal—94 Minutes

Cast: Paul Lukas, Sidney Toler, Carlo Shipa, Samuel Bonello. Directed by John M. Stahl.

Universal's long-anticipated version of the play by Preston Sturges. Director John M. Stahl has turned out a picture that teems with charm and a subtle undercurrent of humor. Sophisticated, yet not beyond the reach of a large portion of the film-viewing public. The story concerns a handsome, lady-killing opera singer who leaves a trail of broken hearts until he meets his equal in beautiful Sidney Fox. Lewis Stone turns in a splendid performance as a retired judge, thereby adding laurels to his already heavy crown. Daring in spots the picture manages to never become offensive or step on the toes of the more conservative folk. Unreeling of the story provokes constant laughter — few belly-laughs, but the quieter kind that indicate the picture is too good to spoil by guffaws. Universal has turned out a winner in this one. The record young Laemmle has set during these past few months is going to be mighty hard to beat. If there still remains any doubt in your mind about the appeal of this charming picture, see it yourself at your first convenience. We wager you will have a good time even if you do present a doubtful face to the salesman.

SELLING SEATS: Lukas, Fox, Stone are the selling points. Play Miss Fox as a new discovery. The play had a good run on Broadway, if that means anything in your town. If not, then tell your patrons about John M. Stahl's masterful direction. Offer opportunities for "Strictly Dishonorable" contests.

Compromised

First National—55 Minutes

Cast: Rose Hobart, Ben Lyon, Juliette Compton, Claude Gillingwater, Emma Dunn, Bert Roach, Florence Britton, Adele Watson, Louise Mackintosh, Delmar Watson, Edgar Norton. Directed by John Adolphi.

Another of those stories about the rich young man who marries a girl servant in a boarding house, incurs the displeasure of his parents, defies parental authority, follows the girl his father has driven from him and true love wins in a nip and tuck race with the fadeout. Despite this time-worn formula the picture manages to please. It contains several touches of unexpected human interest and a goodly footage of humorous situations. Should go over better in the small towns than in more palatial first runs. As usual the heroine wins the admiration of the audience because of her love for the hero as evidenced by her willingness to give him up to save him from social disgrace.

SELLING SEATS: Play up the cast, particularly Ben Lyon and Claude Gillingwater. Exploit it as a "human story, acted as people might live it."

The Champ

M-G-M—87 Minutes

Cast: Wallace Beery, Jackie Cooper, Irene Rich, Roscoe Ates, Edward Brophy, Hale Hamilton, Jesse Scott, Marcia Mae Jones. Directed by King Vidor.

The love of a father for his son, and vice versa, is no new theme for a motion picture. It has furnished the motivation for scores of films, both sound and silent. When the final gong shall have sounded on this type of picture, however, "The Champ" must be bracketed near the top. Poignantly human, pathetically real, this appealing story of the love between son and father, the latter a booze-sodden and gamble fever-ridden ex-champion prizefighter, has received sympathetic handling by King Vidor. Beery, as the father, who cannot control John Barleycorn, who essays a comeback along the trail of stumblebums, palookas and broken hearts to a former glory in the squared circle, wins the fans despite his unworthiness. Jackie, the loyal son, is idolized by his father. Your patrons have never seen a finer performance by a juvenile than the role portrayed by Jackie Cooper. The father gives his son up to his former wife when he realizes the atmosphere in which he is rearing the boy might destroy his life. Beery rises to superb heights in the renunciation scene. The boy's supreme height is reached when he falls across the dying body of his father who has attempted a comeback to justify the faith of his son A picture for all classes And how they should go for it!

SELLING SEATS: Plug the names. Exploit the "different" sort of love story. Publicize the director. Chance for prizefight tie-ups.

Touchdown

Paramount—80 Minutes

Cast: Richard Arlen, Peggy Shannon, Jack Oakie, Regis Toomey, Charles Starrett, George Barbier, J. Farrell MacDonald, George Irving, Charles D. Brown. Directed by Norman McLeod.

Francis Wallace, the author of "Stadium," the original story from which the screen version is taken, deserves a debt of gratitude by boldy telling the truthful and human-interest side of football. He has injected a new twist in the climax by having the hero's side lose instead of winning the big game.

The story, briefly, concerns an all-American football player (Richard Arlen) who, after his graduation from college, becomes a coach at a small college with ambition to train a big-time team. His code is winning games at any cost until his star-kicker is seriously hurt and to play again might mean curtains. This puts Arlen in a bad light and on the day of the big game when everyone is clamoring for the star-kicker, unaware of his injured leg, Arlen does the one decent thing and loses the game, but wins the good will of his friends and the heart of his sweetie.

The picture is crammed with action and plenty of good comedy. Arlen is better than we expected and is okay as the youthful coach. Jack Oakie did much to liven up the picture. We never saw Peggy Shannon so good. Regis Toomey was splendid. J. Farrell MacDonald as Pop Stewart, Arlen's old coach seemed like Knute Rockne himself.

We can't praise the picture enough. It's sure fire in any box-office.

SELLING SEATS: Appeal to the football fans. Play up the strong cast and the name of the author. Secure co-operation from schools and colleges. Offer footballs as prizes to the persons writing the best essays on some selected topic concerning football.

SHORT SUBJECTS

Where East Meets Vest

Paramount—20 Minutes

Smith and Dale, the funny Jewish comedians, are at it again to give the movie patrons plenty of laughs for their money—and how! As two compunchers they are a riot For one day they have plenty of excitement and that's enough! One scene showing a cattle stampede looked like it was taken from Paramount's photoplay "Thundering Herd." Of course, making such a scene would have been too exhorbitant for a two-reel comedy. Anyway, it was blended in perfectly and didn't look a bit out of place.

Selling Shorts

RKO-Pathe—17 Minutes

Another of the Traveling Man seres featuring Louis Bartels, but not so hot as the preceding ones. There are a few laughs that will satisfy. The hilarious situation comes when Bartels runs into two mountaineer families who are engaged in a feud. Both parties are anxious to marry off their sisters to the first respectable man that comes along and Bartels looks like the answer to a maiden's prayer. He has a time getting out of it.

Hotter Than Haiti

Universal—21 Minutes

Slim Summerville and Eddie Gribbon as the bugler and sergeant are down in Central America this time. The antics they go through are good for a number of laughs. Slim sits down to write a letter to his sweetie on what he believes to be a typewriter, but is a detonator. As each key is struck a dynamite cap goes off until finally the shack itself is blown up. The ending is a scream.

Who's Who in the Zoo

Educational—10 Minutes

Done in natural color and with plenty of laugh situations this one should easily satisfy any audience. The old-timers, Billy Bevan and Rosemary Theby show that they still have plenty of life yet. They take their two sons to the zoo and the situations they get into are a scream.

Skimpy

Tiffany—18 Minutes

Obviously a take-off on "Skippy." This one somehow fails to click and is not of the quality of the preceding Chimp comedies. Perhaps it is due to the fact that the novelty has worn off by now.

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MOTION PICTURE TIMES



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MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

TOPA in Harmony Plea

More Agreeable Trade Relations Sought; M. A. Lightman Visions New National Organization.

Unfurling its banner slogan, "Harmony in the industry if we have to fight for it," the Theatre Owners' Protective Association, under the guiding hand of Judge Roy L. Walker, president, and sixteen directors, broke loose for a ninety yard run that carried with it protection plans for the independent exhibitor and a bid to distributors to come in on a set of more agreeable trade relations and friendly understanding.

Two business sessions of the day were brisk and to the point, highlighted all the way, and dynamited with an evening banquet that eclipsed all past trade functions.

Following the president's report, disclosing a financial statement and bank balance (the report appearing elsewhere in this issue), the Texas showmen were treated to the screen viewpoints of a prominent layman, the Hon. Wm. McCraw, colorful district attorney of Dallas, and a figure in political circles of the southwest.

Lauds Gang Films

On the wane of a gangster reign in this business, with a majority of showmen believing that such themes have run the gauntlet, McCraw defended such material as important in building character and good citizenship.

Racket films picture to the public futility of breaking the laws and create a higher standard of public morals, McCraw said.

"I am a strong churchman," he said, "but I believe that next to the churches, the motion picture is the second strongest influence for good citizenship. Take the movies away on Sundays, for example, and there would be perhaps 100,000 people in Dallas looking for something to do. There would be many times more violations of so-called moral statutes than there are today."

McCraw pointed out that be-

(Continued on page 12)

Unemployed Benefit Shows Recap

Ten Thousand Dollars to Jobless Fund Coffers Already Reported and More Later.

Approximately ten thousand dollars is going into the coffers of the unemployment cause from theatres of Texas in cooperation with the Hays office in working with the President's committee in the movement.

This money comes from 34 towns that have already given special benefit performances on November 21. Ft. Worth held out for more time and will stage its shows December 12, working for a greater total than its sister cities.

Dallas raised practically $1,000. Houston turned in $1,200; San Antonio, while complete reports are not in, will go over $1,600.

(Continued on page 12)

Mickey Mousers

Flock to Support Novel Tie-up in Campaign to Bring the Kiddies Back to Theatres.

Following the arrival in Dallas several weeks ago of Harry Nichols, former trade paper man, this hustling representative of the Walt Disney Studios has cracked down on his mission to establish Mickey Mouse clubs in the Southwest, and the number of kiddie organizations is spreading rapidly in number.

In the plan to bring back kid business which conches the adults, Nichols has personally gone into many towns getting the exhibitor started on the Mickey club plan

(Continued on page 13)

MORE TAXES LIKELY

Exhibitors Warned to Keep Eye on Austin

The Texas legislature is sure to investigate all avenues for additional revenue because the State is now on a deficiency basis, said M. H. Gwynn, of Terrell, in a convention address on taxation. More taxes are coming and box offices are going to suffer unless the exhibitor organization can conduct a proper campaign against them, he said.

Exhibitors were advised to keep in close touch with their representatives and to keep the lawmakers posted on the inability of theatres to meet any amount of additional taxes at this time.

Gwynn further recommended that exhibitors send their legislators a season pass for themselves and families.

As the address ended, the speaker was highly complimented for his efficient work at Austin this year sidetracking tax laws that seemed imminent.

CLARA YOUNG SUED

Hershfield Declares No Commission Paid

Hollywood—Ben C. Hershfield, theatrical agent, is suing Clara Kimball Young for his 10 per cent commission on a picture engagement.

Hershfield alleges that on July 25, 1930, he and Miss Young entered into an agreement whereby he was to be paid 10 per cent of all money received by her from film parts he obtained. She was paid $2,000 for her part in one film and the agent received no share, according to the complaint.

Evening Banquet Big TOPA Show

Following a program of highly acceptable cuisine, singing and dancing vaudeville numbers, distributors, film peddlers, exhibitors and a few equipment men, some with their ladies, gathered around the festal board for two and a half hours of thrills and fun never yet been made into motion pictures.

Distinguished Texans in public life were on the same program with exchange managers, and each in his own line did credit to subjects assigned them by the toastmaster, Judge Walker.

The Hon. T. H. McGregor, of Austin, friend of the films, came through with his talents as an after-dinner speaker. He characterized pictures as an evolution of the comedy and drama of ancient times. He drew out a cultural slant applicable to films never before pointed out at previous exhibitor gatherings. Films, he said, are the greatest force for world-wide culture, and the exhibitor labors in a calling of the highest type, he declared.

Senator George Purl, of Dallas, kept the audience in a roar with one witticism after another. He praised Judge Strickland as a man who accomplishes much down at Austin. The senator expressed his willingness to cooperate with the industry at all times.

Film Men Steal the Show

"The Champ" was to be screened at the Ritz by 11, so Judge

(Continued on page 16)

TOPA Resolutions Adopted at Meet

WHEREAS, at this our first annual meeting, we feel that we should by proper resolution bring before the Independent Theatre Owners of Texas, as well as the Industry as a whole, our views upon various questions now confronting the Industry.

NOW THEREFORE BE IT RESOLVED by the Independent Theatre Owners of Texas that we stand for and indorse the following ideals and principles:

1. We firmly believe the differences within the Industry should be eliminated by building up a confidence between the Distributor and Exhibitor so that our problems may be worked out without interference from outside hired organizers, Federal or State regulation, believing that no private business can thrive when placed under regulation of Federal or State Boards.

2. We are opposed to Local or State Censorship, and believe that the public is the best censor of our pictures.

3. We are opposed to Music Seat Tax and will use our efforts to secure repeal of same.

4. We are opposed to the Copyright Law as to films and the use thereof and will use our efforts to secure the repeal of that law, but in this connection again warn the Exhibitor as to the danger of signing or accepting contracts without the promises and agreement made by the Exchange managers or salesman are written in the body of the contract.

5. We are in favor of a general uniform contract properly drawn to safeguard the interest of all parties concerned in said contract.

6. We are in favor of arbitration in the plain terms and meaning of that word.

7. We are opposed to any form of tax on admissions or gross receipts, believing that every citizen or industry should pay its proportionate part of all governmental expenses through taxation, but believe it should be done through

(Continued on page 13)

POWER AND LIGHT

Reductions Are Negligible, Walker Says

Judge Walker said that he has repeatedly offered assistance to many exhibitors in trying to adjust their power and light rates where the charges appeared excessive, but that responses to his offer had been slight. Exhibitors in some sections are paying as much as 100 per cent more for current than theatres in another section, he declared. Judge Walker said he is in position to correct a number of these cases and is willing to help vigorously in the matter where exhibitors cooperate by sending in certain data necessary for a conference with power officials.

—WHAT AN OK—

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Interest Soars in Gibson Title Tilt

Answering the offer of M. H. Hoffman to award a prize of $50 to the exhibitor submitting the best title for the sixth Hoot Gibson western, and the additional offer of Joe Silverman, of Monogram Pictures Company, to give the winning exhibitor a free booking on the sixth picture, exhibitors of Texas, Oklahoma and Arkansas are turning in their titles to the Oklahoma, Little Rock and Oklahoma City offices in gratifying numbers, Silverman indicated Monday after a check-up of the mails.

Every exhibitor playing the Gibsons and those who will have booked them by the time the contest closes within the next few weeks, is eligible to send in their title. There are no strings attached, its simply a matter of sending in a title and see if you win. Its a cinch the exhibitor can't lose on this one, it was pointed out.

When the six Gibsons were first announced, it was stated at the time that exhibitors would select the title of the sixth picture. Four have been delivered and Gibson is now working on the fifth in a story by Peter B. Kyne. It is now time to get a title for the sixth, and for exhibitors who want to try their luck the coupon herewith is printed for their convenience. Tear it out, fill it in and mail to nearest Monogram exchange:

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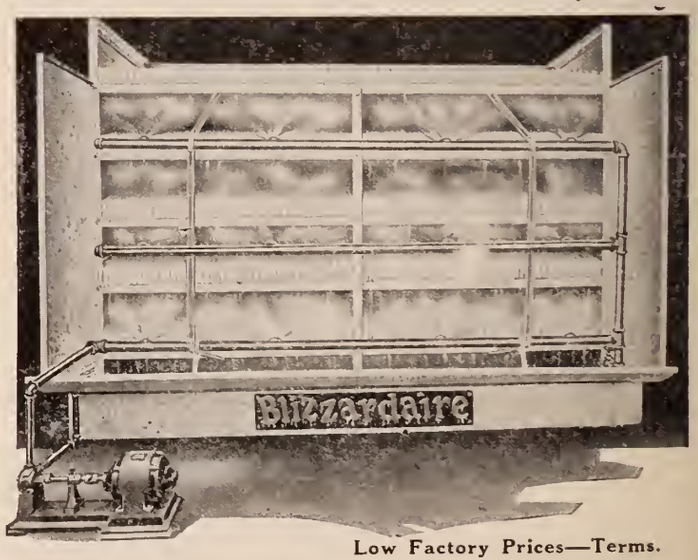
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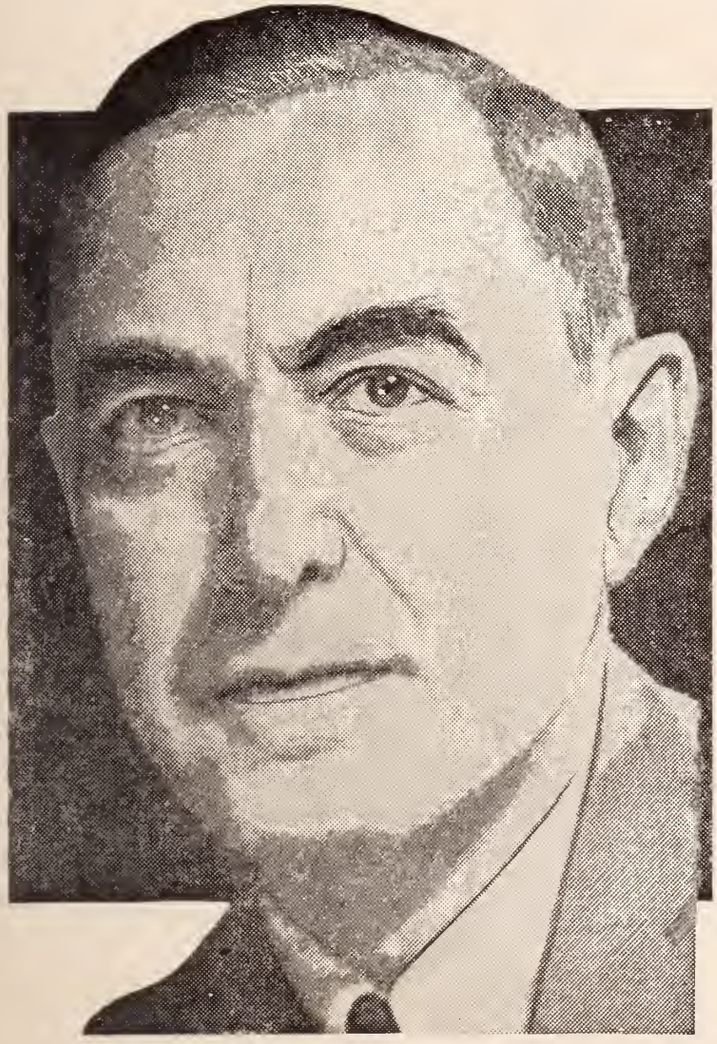
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THE PUBLISHER'S PAGE

A New Tax Threat

A SALES tax is being proposed by certain interests and heavily sponsored by a large newspaper organization. This organization recently paid the expenses of one hundred congressmen and senators to go to Canada and make a study of the sales tax plan that is operated in that country. There is no doubt but that the sales tax proposition will come up for action in the sessions of Congress this winter. And, too, there is a likelihood that similar plans will be introduced into state legislatures for a state sales tax, whether the Federal plan is adopted or not. The newspapers have already carried reports that admissions to motion picture theatres will be included in the sales tax plan. So theatre owners and their state and national organizations have an additional problem to contemplate for this winter.

AS we are writing this we have before us a report that one national theatre chain shows a loss of nearly three and one half millions of dollars for its last fiscal year. A few days ago we read the report of heavy losses by another theatre circuit. Reports on the thousands of independent exhibitors are not available. But, while the actual figures are not known, it is known quite generally that few among them have black figures to show in the profit column. Because business generally has been off some exhibitors, panic-stricken, cut their admission prices. In most instances this did not improve the situation; it only tended to increase the losses. To force admissions back up through a tax will certainly not improve matters.

IF a sales tax or any other kind of tax is assessed on theatre admissions, the motion picture industry will be most seriously affected. If price has lowered theatre grosses, adding a tax, which certainly cannot be borne by the exhibitors, will only push them further into the red. Perhaps the public will pay the sales tax on commodities, but we recall only too well the reluctance with which they paid the war tax on theatre admissions to believe that a reinstatement of any such tax will be accepted without injury to this business.

MOTION pictures cannot be termed strictly a commodity. They are a public utility as much as electric light and the telephone. They should be exempt from any special tax that is placed on the sale of commodities. Exhibitors should begin now, individually and collectively through their organizations, to urge their state representatives and their congressmen to exempt theatre admissions from any further tax burden. Producers should co-operate. An united front is necessary in a strong defensive movement against ruinous taxation.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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Union Wage Cut Proposed

INDUSTRY FACES FOX SUITS

Paramount Unit Plan

Is Adopted; Schulberg Heads New Production System; 10 Associates Assigned to Units.

New York—The seven following directors have been assigned to units in Paramount's shift to the unit plan of production:

Percy Heath, Lewis Lighton, Robert Harris, Ned Marin, Mel Shauer, Lloyd Sheldon and Felix Young. The other three of the ten will be announced immediately.

The new studio arrangement is under the supervision of B. P. Schulberg.

HI-LITES IN THE WEEK'S NEWS

Los Angeles—Plans are under way by Hughes-Franklin circuit for the construction of miniature theatres in 50 western cities. Each unit will seat from 300 to 500.

New York — Dialogue must be reduced to from 10 to 20 per cent if motion pictures are to regain the international market, says Milton Diamond, head of the Tobis interests in America.

New York — The forthcoming Fox Theatre' statement for the year ending October 31 will show a loss of $3,400,000, exclusive of houses in the West Coast circuit. A refund of $800,000 from the Poli circuit will improve the statement.

Hollywood—Work on the first of Ambassador Pictures' series of eight features for release by Peerless Productions will be started December 15, according to Rudolph Flothow who organized the former company.

New York—Sidney Abel, formerly general sales manager of RCA-Photophone, has become an executive of Auto-Cinema Corp. The company is making a lobby projector to show trailers from current films.

Hollywood—The moguls of this metropolis are understood to be frowning quite severely on the practice of testimonial advertising. A couple of heavy campaigns of recent vintage are said to be the reasons. Contention is that such advertising tends to ruin a star's box-office value.

ENNIS AD CHIEF

Succeeds Al Selig at Columbia Pictures Corp.

New York — Bert Ennis, who has been in charge of publicity and exploitation for Columbia Pictures Corporation, has taken on the additional duties of director of advertising. Ennis succeeds Al Selig, resigned.

SCORE CHARGE WAR

Continuing Committee in Strong Campaign

Philadelphia — A strong campaign for elimination or a drastic reduction of the score charge will be launched in the near future by the continuing committee of the National Protest Meeting.

Decision came as the result of a meeting here last Tuesday. An early statement by Walter Vincent, chairman, is expected.

New Fox Writer

Hollywood—Edwin Justus Mayer, prominent playwright, has been added to the Fox writing staff.

140 Additional Companies and Individuals Are Served With "Notices of Patent Infringement."

New York—Practically the entire sound film producing industry faces the possibility of suits by American Tri-Ergon Corp., of which William Fox is president. In addition to the suits already filed against ERPI, RCA-Photophone, Radio Pictures and Paramount, nearly every sound film producing company in the business has been the recipient of "notices of infringement." The notices state that Tri-Ergon patents are being infringed, and that further suits will be brought, if necessary, following actions now pending against the above-named companies.

"Double Print Patent"

Companies to whom notices were sent with regard to the "double print patent" include:

Advance Trailer, Affiliated Sound Recording, Alexander Adv., Altamount, American Educational Film Photo Service, Atlas Educational Film, Audible, Audio Cinema, Beacon, Big 4, Big Productions Film Corp., Jose Bohr, Bray, Clifton Broughton, H. J. Brown, Brown-Nagle, Robert C. Bruce, C. C. Burr, Caddo, Celebrity, Chester, Christie, Cinea, Cineglow Sound Studios, Cinelab, Cinephone Studios, Clune, Colorart, Colorfilm, Columbia, Commonwealth, Congo, Consolidated Film Industries, Continental, Copley, James Cruze, Larry Darmour, Charles J. Davis,

(Continued on page 18)

Griffith to Conduct Washington Pageant

Washington — D. W. Griffith will supervise the mammoth four-day pageant based upon the life of George Washington which will be the keynote of the Washington bi-centennial celebration to be held in the National Capital from next February 22 to November 24. The famed director has formally accepted the invitation of the George Washington Bicentennial Commission appointed by Congress.

The pageant, which will be staged at the foot of the Washington Monument on the evenings of June 22 to 25, inclusive, is confidently expected to be the greatest event of its kind ever conceived.

These plans call for the participation of scores of the leading artists of the stage and screen, assisted by more than 5,000 amateur actors and a chorus of 2,000 trained voices; for the massed bands of the army, navy and marine corps of more than 500 in-

(Continued on page 18)

Canavan Says Rebate Will Result in $1,000,000 Saving; 700 Locals Notified.

New York — Proposal of a voluntary reduction of wages by operators' and stagehands' unions throughout the country has been made by William F. Canavan, I. A. T. S. E. and M. P. O. president. Canavan's recommendation calls for a rebate of 10 per cent on salaries from $45 to $75 weekly and 15 per cent above that amount. Salaries of less than $45 weekly are exempt. Reductions would go into effect December 14 and continue to the first payday after August 20, next.

Canavan estimates that the rebates would represent an economy to exhibitors of more than $1,000,000. Seven hundred unions throughout the United States are to be notified of the recommendation.

RADIO-PATHE PROBE

Justice Officials Seeking Merger Data

Washington—Following receipt of alleged complaints from small stockholders in Pathe, agents of the Department of Justice are said to be investigating physical acquisition of RKO-Pathe by RKO.

Operators working on the case have interviewed various persons identified with the film industry, including officials of the Allied States Associations.

TWO BIG MAYNARDS

Tiffany Starts First of Western Specials

Hollywood—Tiffany will make two big western specials starring Ken Maynard, according to Sam Bischoff, in charge of production at the Tiffany studios.

"The Texas Gunfighter," an original story by Ben Cohn, is the first of these two Maynard westerns to go in production under the direction of Phil Rosen.

"U" Drops Gang Films

Universal City — Decision has been reached by Universal executives to drop the two gangster pictures on the present schedule, "Bullet Proof," and "A Lady of Resource." No features have been selected to replace the deleted films, though conferences indicate an early choice.

Monogram Takes on Eight Harry Careys

Line-up Increased to 59 as Shortage From National Companies Visioned.

Foresight on the part of Monogram executives in the Southwest, visioning a shortage of features from national distributors due to mergers and other causes, brings the important announcement in this issue that eight Harry Carey greater westerns have been taken on for Texas, Oklahoma and Arkansas and offered as a Christmas present to the theatre trade.

The first Carey is titled "Cavalier of the West." It is completed and prints are expected to arrive within the next few days with definite release date having already been set for Christmas Day.

Both Joe Silverman and Bob Clemmons, Monogram officials, declared Tuesday that it is in the cards for the national production schedule of all companies to be lessened by at least 100 pictures, due to various well defined reasons.

Acting on this probability, Monogram immediately took on the Carey series of eight after screening the first production. The titles of the eight are "Cavalier of the West," "Roped," "The Hurricane Rider," "Across the Line," "Horsehoofs," "Border Devils," "Double Sixes," and "Trusty Triggers."

Artclass Features Taken On

In addition to the eight Careys Monogram the same week took over distribution of twelve Artclass features, including a group of stories by popular authors. They are: "Convicted," "Night Life in Reno," "Pleasure," the first three already completed and "Foolish Girls," "Where are Your Children," "Auctioned Off," "Humanity," "Cross Examination," "Bridesmaid," "I Accuse," "Lonliness" and "Confidential."

This swells the total of attractions distributed by Monogram this year to 59, including 12 action melodramas, 8 Tom Tyler westerns, 8 Bill Cody and Andy Shuford westerns, 6 Hoot Gibson de luxe westerns, 5 all star special attractions, 8 Carey westerns and 12 Artclass feature productions.

WE BUY AND SELL USED SIMPLEX PROJECTORS

COMPLETE LINE STANDARD PROJECTION EQUIPMENT and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

Complete Satisfaction
Good Results
Assured Performance
and no worry go with
every Buffalo installation.

Buffalo Air Washers
and Distributing Units
BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas

UNIVERSAL - SOUND ON FILM
ALL A C OPERATED
STANDS ON ITS OWN MERITS IN THESE THEATRES WHERE INSTALLATIONS WERE MADE THE PAST 90 DAYS.
Be Convinced—Hear One or More of These Installations.

Theatre	Town	Theatre	Town
Angus	San Augustine	Queen	Brownwood
Grand	Tulia	Dixie	Rockdale
Lantex	Llano	Grand	Corsicana
Lone Star	Jasper	Hippodrome	Dallas
Palace	Paducah	Palace	Grandview
Texan	Lufkin	Star	Teague
Chris	Arp	State Normal	Natchitoches, La.
New	Willow Spgs.	Strand	Ruston

(All but Llano, Jasper, Paducah and Grandview Installations Are All A. C.)

UNIVERSAL has nearly fifty installations in Texas and approximately that number in Oklahoma.
Hear Universal in a Theatre Near You — Be Convinced!
Write Today for Further UNIVERSAL or OPERADIO Information
HERBER BROS. & WOLF
"Fair Treatment and Adequate Service Always"
THE PHOTO-TALKER CO.
313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

LOCAL BOY MAKES GOOD



First 3 days, $1,837 ahead of previous week at Earle, Washington. Opened to 700 per cent better business at Strand, Syracuse.

LOCAL BOY MAKES GOOD



In 4 days 22 per cent over corresponding period in previous week at Stanley, Pittsburgh. 640 per cent over average opening at Warner, Atlantic City.

LOCAL BOY MAKES GOOD



Tripled average gross at Capitol, Steubenville, Ohio, and $5,300 over previous opening day at Earle, Philadelphia.

LOCAL BOY MAKES GOOD



Ten inches of snow and a blizzard couldn't stop it in Denver $3,000 more than previous week at Paramount, and 500 per cent better than former opening at Strand, Albany.

LOCAL BOY MAKES GOOD



Biggest opening since "Little Caesar" at N. Y. Strand. Headed for hold-over week!

LOCAL BOY MAKES GOOD

With Dorothy Lee Ruth Hall

And there are 10,000 more Local Boys who will Make Good with

Directed by Mervyn Leroy

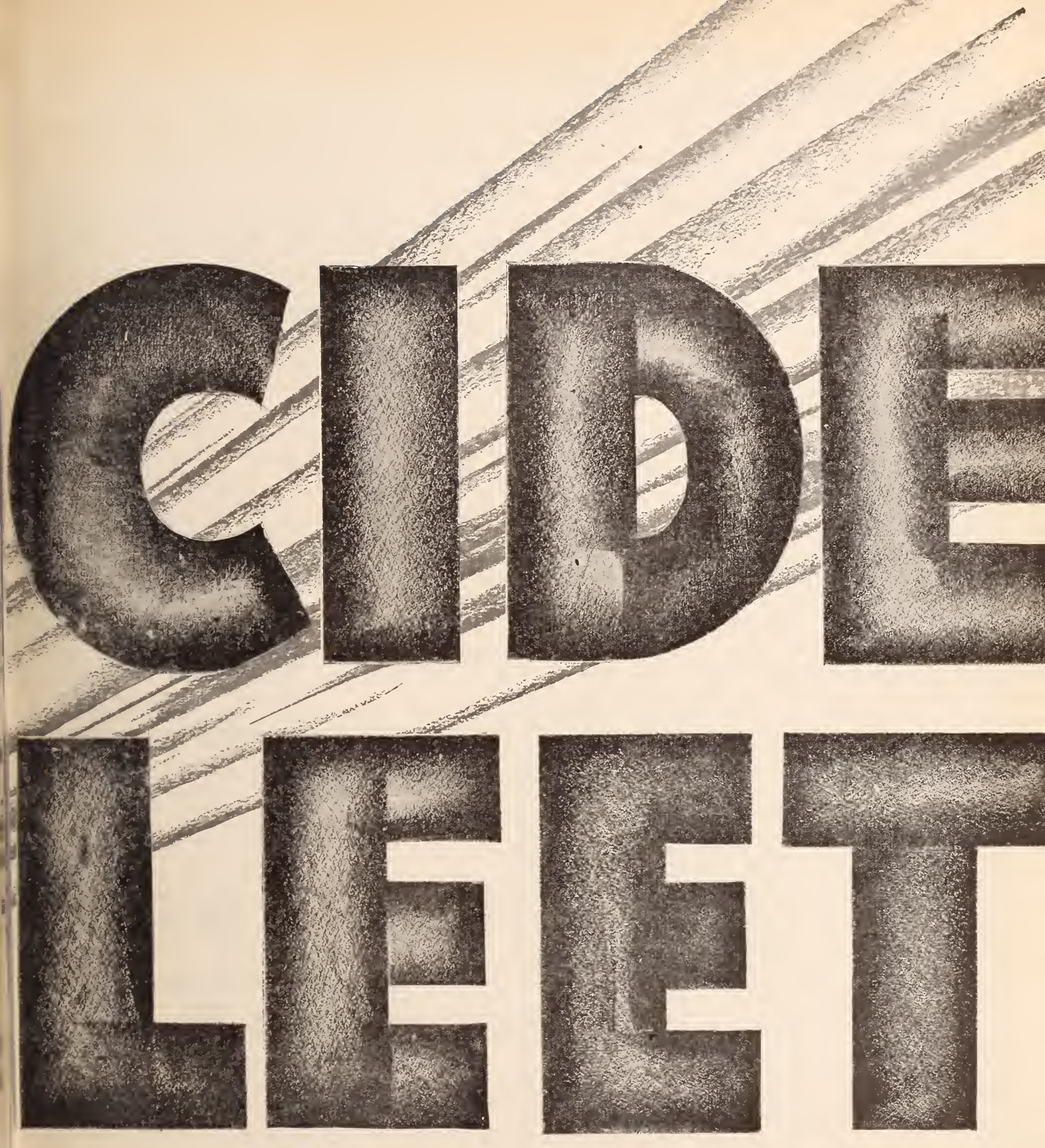
JOE E. BROWN *and* FIRST NATIONAL

THE OLD FIGHTIN' COCK'S SENSATIONAL SMASH



with BILL BOYD
ROBERT ARMSTRONG
JAMES GLEASON
GINGER ROGERS
HARRY BANNISTER

Directed by Albert Rogell
Story by
Commander Herbert A. Jones
Scenario by Lew Lipton
A CHARLES R. ROGERS PRODUCTION
Harry Joe Brown, Associate Producer



52 key cities torpedoed all their past records! 28 keys held it over —15 keys request return date!

THRILLS – LAUGHS – PROFITS!

RKO PATHÉ

ANNUAL REPORT OF T. O. P. A. PRESIDENT

FINANCIAL STATEMENT

Dues			$3,893.83
Contributions			1,900.00
Total Receipts			$5,793.83
Traveling Expenses	$1,545.12		
Telephone and Telegraph	200.00		
Salary	1,380.50		
Rent	450.00		
Stationery	303.40		
Postage	203.05		
Misc. Expenses	103.36		
Total Expenses to Aug. 1	$4,185.43	$4,185.43	
Total Expenses Since Aug. 1:			
Traveling Expenses	$ 162.75		
Telephone and Telegraph	11.35		
Salary	50.00		
Stationery	23.00		
Miscellaneous	9.75		
Total	$ 256.89	256.89	
Total Expenses for Year		$4,442.32	$4,442.32
Balance cash on hand Nov. 13, 1931			$1,351.51

MEMBERSHIP

Independent theatres, 174 shows representing 82 towns. Affiliated theatres, 94 shows representing 30 towns. Moral supporters, 70 shows representing 53 towns, which makes a total of 338 shows representing 165 towns.

The Theatre Owners Protective Association was organized December 1, 1930. The cause or reason for its organization is known to all of us, but to keep the record straight, it might be well to state that in November, 1930, a campaign was started by the Allied Theatre Owners of Texas, or its president and manager, to secure political censorship of pictures and foster on the business of exhibitors of Texas, unjust and uncalled for legislation effecting the industry as a whole. At this meeting, called in December by a few independent exhibitors, some 75 to 100 exhibitors were present and this organization started. Whether or not Allied Theatre Owners, its president or its managers did it, propaganda was sent out over the signature of the president of the organization, starting this fight. The next day after our organization had started its fight against censorship, unjust taxation and adverse legislation, Allied, over signature of its president, directors and general manager virtually indorsed the campaign of their president, as is shown by copy of said resolution in MOTION PICTURE TIMES on December 9.

In a bulletin not dated following this meeting, Allied Theatre Owners stated that it was not in favor of state political censorship, at the same time saying it will not fight a bill to that effect, thereby lending its indorsement to the bill. In a bulletin dated February 9, it upholds the censorship bill offered in the Legislature and argues in favor of censorship. There is also a copy of letter in this bulletin dated February 5 from John Manheimer, indorsing censorship.

The foregoing is merely cited to keep the records straight, and only because of a recent resolution in the trades paper by Allied. We have refrained from answering charges and insinuations against our organizaton, and especially the president, because no good can result from continual bickering within the industry, and our actions have been taken for what we believe to be the best interest of the exhibitor, believing the "dead past should bury its dead."

Our service in killing censorship, adverse legislation and prohibiting tax measures is well-known and needs no comment or boost from us. We also deserve some credit for the passage of the Sunday bill.

We are the biggest exhibitors' organization ever had in Texas and have a wonderful opportunity for service—real service to ourselves and the industry.

We should be big enough to forget the past and work with renewed energy to establish a real business basis upon which to settle our differences.

Respectfully,
(Signed) ROY L. WALKER,
President, T. O. P. A.

Harmony Plea

(Continued from page 3)

cause all types of people must be entertained, certain types of shows proper for the stage would be impossible for movies.

Lightman Talks of New Body

As a successful theatre man controlling some 16 houses and as national president of the M. P. T. O. A., M. A. Lightman, of Memphis, suggested his plan for a brand new national organization which would be entirely controlled by independents, but in which affiliated theatres would have a minor voice. In defending the present set up, Lightman said the organization would continue to take money from producer owned theatres because they derived benefits from a national front on equal terms with the indies. A board of directors would be selected from each state unit, and an executive committee would be drawn that would diminish the voting from within this board in a poll strength of the affiliated circuits. Such an organization, he said, would carry the industry through any conceivable adversity, whether it be legislative or producer interference.

Public Best Censor

The patron who puts his money down at the box office window gauges the type and quality of product from the studios, Lightman declared. Any form of state censorship will never be desirable in regulating the yearly production program, he said. As long as the public lets the highest type of pictures, like "Alexander Hamilton," turn out to be box office flops, there is nothing else the producer can do but to plan his production according to language spoken by the box office in terms of gross receipts.

After Judge Walker discussed the Brookhart bill, expressing his opposition to the measure, the convention later denouncing the proposed law as written by parties unfamiliar with film buying and operation, Don C. Douglas, executive secretary of the Dallas Film Board, spoke briefly on zoning and protection.

Benefit Results

(Continued from page 3)

Oklahoma City turned in approximately $2,000.

Due to the swiftness of the campaign owing to the urgency of the relief measure, those in charge of the work feel Texas came to the front in a satisfactory fashion. Theatres in the 34 towns were complimented by the Dallas District Committee for their willingness and their special effort in staging these special performances.

TRAILER SERV. HIT

National Screen Service Termed "Monopoly"

O. A. Englebrecht, of Georgetown, and a vice-president of T. O. P. A. led the convention discussion of trailer service. National Screen Service was severely criticized as being a monopoly through which it charges excessive fees for the rental of talking trailers, although the company offers several cheaper types of service both silent and talking. In many cases the exhibitor pays almost as much for a trailer as he does film rental on the picture, Englebrecht declared.

It was brought out that practically all exhibitors are sold on the idea of using trailers, but that a cheaper service is wanted.

In this connection, Don Alexander, president of the Alexander Film Company, of Colorado, took the floor, announcing that his organization was seriously considering entering the trailer field in competition to National. He asked the convention for a commitment of an idea as to what would be a fair price for trailers. The exhibitors, however, playing for time, strategically avoided Alexander's query, but agreed to take up the matter later by correspondence between the organization office and the Colorado company.

MONEY TALKS
WHEN YOUR MONEY IS INVOLVED!

Now Exhibitors Are Saved $1,000.00 or More on Sound-on-Film Installations.

TRIED AND PROVEN

MONARCH

A. C. OPERATED

Sound-On-Film

$550.00 (LESS SPEAKERS)

CASH OR LIBERAL TERMS

Fully Guaranteed for Good Sound and Satisfactory Performance.

Savings on Disc Express Charges Will Pay For It.

Be Up-To-Date! Sound-On-Film Prints Are Available Nearly Sixty Days before Disc Prints. A. C. Sound-On-Film Can't Be Sold Cheaper Than Our Price.

INSTALLED IMMEDIATELY AS ORDERS RECEIVED

Monarch Talk-A-Film Sales Co.

Sole Distributors

Film Exchange Bldg. Dallas, Texas

TOPA Resolutions Hit Industry "Ills"

(Continued from page 4)

a uniform tax against all industries and not by means of admission taxes or gross receipt taxes.

8. We are opposed to the present plan of release date booking instituted by the distributor for the reason that it is impossible to comply strictly with this character of booking and secure the pictures on the play dates desired by exhibitor.

9. We are opposed to protection in any form in the buying or release of pictures as to one town over another, and pledge our support to fight any demand or request for protection.

10. We are opposed to the passage of what is known as the Brookhart Bill, attempting to regulate the selling and buying of pictures, for the reason that the bill on its face shows it was drawn by someone not familiar with the present buying and booking conditions of the independent theatre owner, and a strict application of said law would make the buying of films by a small independent theatre owner impossible. It provides in Section 1 that no company can lease or offer for lease two or more pictures in a block for a lump sum or permit them to lease none, and requires that a distributor cannot offer two or more pictures at a block sum and separate prices for separate films at a less price for the block than for separate films. Under the terms of it an exhibitor would have to pay, if he needed ten pictures, as much for each of the ten as another under like conditions would have to pay for a picture if he only purchased one. Under Section 2 of the bill, no film could be purchased by an exhibitor until the film had been completed and was available for immediate release and then not until the exhibitor had an opportunity to view the picture, if he so desired. Such conditions make it impossible for the theatre exhibitor to buy pictures until they are ready for release, which would be impossible. Section 4 prohibits arbitration in any form other than that provided for by state law. Section 5 places the administration in the hands of a Federal Trade Commission which would make it impossible for any small independent theatre owner ever to receive relief of any kind. Section 6 makes it a fine of not more than $5,000 and imprisonnment for not more than one year for any person knowingly and willingly violating provisions of this act, and under the terms of the act if any part of the law is violated the exhibitor is just as guilty as the distributor, and we have already had too much dealing with Federal courts, rules and regulations. It is a further known fact that any claim made before the Federal Trade Commission may be acted upon in twelve months or longer, which would be of very little good to the small independent theatre owner.

We believe when the government assumes the role of management of any business, the small independent man in that business will be eliminated. We believe a combination of two or more distributors to place a price on their product or to withhold their product from any exhibitor or number of exhibitors, is legally wrong and the anti-trust laws of our state are sufficient to protect the exhibitor if brought before the proper officials.

E. H. Kyser of the Majestic Theatre, Allen, Oklahoma, has purchased Good-All Junior equipment for his new Ritz Theatre, located in Talihina, Oklahoma.

Mickey Mousers

(Continued from page 3)

which takes in merchants tie-ups as well as a direct bid for juvenile business.

All Hughes-Franklin theatres have gone in, Oak Lawn, Dallas; Texas at Lufkin; Arcadia and Old Mill, Dallas; Crystal at Gilmer; Griffiths at Lubbock; Musselman at Corsicana and Paris; Palace at San Antonio; New Liberty at Fort Worth and many others.

A typical promotion announcement is taken from the Palestine Herald where J. F. Jones, H-F manager, is successfully organizing a club. This story printed here, should be clipped for use by other exhibitors starting the club:

Mickey Mouse Club Will Be Formed Here

A Mickey Mouse Club, having as its members all boys and girls of Palestine and Anderson county who are not above the sixth grade, will be organized at once by the Hughes-Franklin Theatres, it was decided at a meeting of local business men at the Texas Theatre this morning.

Harry E. Nichols, organizer of Mickey Mouse clubs throughout the United States, presented plans for the organization, and the first meeting of the club was set for January 8.

The plan of the organization is to bring the boys and girls of the community together in the interest of Americanism and the power of suffrage, Mr. Nichols explained. The members of the club will meet at the Texas Theatre every Saturday morning for a program, consisting of novelty entertainment numbers on the stage and a picture program.

Officers will be elected every four weeks, and buttons will be issued to all members. Application blanks for membership must

(Continued on page 17)

The WEBSTER

A. C. AMPLIFIER

Is Today's Sensation in Sound On Film Operation

The Webster all A. C. Unit is all that is necessary for sound on film operation, except sound heads and speakers.
It COSTS LESS and SAVES from $3 to $6 per month on upkeep expense on batteries, tubes and head amplifiers.



OSKAR KORN, owner of the O. K. Circuit, has purchased his second WEBSTER All A. C. Unit for the Grand at Pecos, Tex. Ask Mr. Korn about WEBSTER quality reproduction, simplicity of operation and saving in upkeep and service.

X-CELL SOUND ON FILM EQUIPMENT

—Is Again Chosen on Merit Alone

Gerhard Bros. have just installed X-Cell All A. C. Sound-On-Film for the Opera House at Thurber, Texas.

X-Cell Equipment Is Guaranteed to be Satisfactory or Deposit Refunded. What More Could You Ask?

For Further Information, Call, Wire or Write

Public Address Service Co.

2024½ Commerce St. Phone: 7-1047 Dallas, Texas.

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Advertise Your Short Subjects

Dan Michalove in Warner's "Carry On."

SHORT product means more to successful theatre operation than the majority of managers seem to realize. This statement is proven by a checkup on advertising as against short product bookings which shows that generally managers have failed to mention short product of known pulling power.

Under these conditions we are losing money, losing it where there is no excuse for such loss, and you are hereby instructed that more attention must be paid in future both to the booking of short product and in the advertising and exploitation thereof.

We expend thousands of dollars every week for our own and for other producers' short product and it seems that much more quality and value go into their make-up than is extracted at the box office. Short product can and must produce revenue on its own merit but it will only do so if given the chance. It is this opportunity which you managers must develop by giving your short product the same care and considerable as goes to the feature. First, build your program by properly surrounding the feature with appropriate shorts and then . . . SELL THE PROGRAM.

The wise and experienced manager knows that quite often the patron is more interested in certain shorts than in the big feature. Bobby Jones, for instance, has built up a far greater following than that of most feature film luminaries and Mickey Mouse numbers his followers into the thousands, young and old. Don't take this interest as a matter of course but consider it from the box office angle, play up to it and . . . INCREASE IT.

The live manager realizing that each item of short product represents a proportion of his weekly film cost, expects that each item will not only earn its keep but shall pay a profit as well. Judicious publicity forms an invaluable aid toward the realization of such expectation.

ADVERTISE YOUR SHORT SUBJECTS. IT PAYS AT THE BOX OFFICE.

Racial Exploitation on "Dreyfus Case"

ONE of the most recent outstanding exploitation campaigns was that staged by the Tudor Theatre on the southern premiere showing of Columbia's "Dreyfus Case," in New Orleans.

Supervised by Manager Horace Houghland and Miss Margaret Lee, publicity director of the Tudor, with the co-operation of Ted Toddy, Columbia exploiteer, this successful campaign covered the city like a blanket, ushering in "Dreyfus Case" to extraordinary business.

The production, with its strong appeal to the French and Jewish races, lent itself superbly to this exploitation angle in New Orleans. Through French interests, five windows were given for display, besides card space in numerous important French restaurants, which courtesy also was offered by Jewish restaurants. Special cards were printed in the French and Jewish languages, while advertising space was taken in the Jewish weekly magazine. Another special appeal was made to these two nationalities by 5,000 postcards.

Relatives of Dreyfus were located in the city and afforded material for extra feature publicity, which broke on the front pages of the local papers. Because of the historical and discovered local interest in the production, newspapers gave splendid support; giving, besides publicity stories, added publicity through a classified ad contest of first-rate calibre.

A forty-minutes' broadcast over WSNB of Columbia's radio adaptation of the picture proved an advertising highlight.

The Public Library and bookstores co-operated in tieups with the writings of Zola.

Life size art cutouts in the theatre lobby and a complete front set, with special electric lights, shared in the success of the campaign.

Increased orders of accessories, a 12x20 street banner and additional advertising space in all newspapers rounded out the Tudor's campaign to a result worthy of repeating—"It's Wise to Advertise."

EXPLOITATION IDEAS WANTED

Miniature Gridiron for "Touchdown"

A MINIATURE gridiron painted on the sidewalk in front of the Publix-Dubinsky Newman Theatre in Kansas City during the run of "Touchdown" created no end of comment. This unusual but effective stunt, engineered with no expense except a little paint, did more good than thousands of throwaways, says the management, as it was seen daily by thousands of passers-by. The gridiron, extending the length of the theatre front and the width of the sidewalk, was painted in white and marked off like a regular football field. On either side, at the goalposts, "Touchdown" was painted in large red letters. The grid was repainted during the week, the paint being worn off by the passing feet.

A Smashing Lobby Display



THIS lobby display at the Strand in New Britain, Conn., well might be titled "The Difference Between an Exhibitor and a Showman." Is it not a "wow"? Photograph by courtesy of Warner Theatres house organ, "Carry On."

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Circuits May Adopt Standard Apertures

Leading national circuits are said to be ready to approve the new standard aperture developed by the Academy of Motion Picture Arts and Sciences, which organization is advocating nation-wide adoption of the device, as reported in November 10 issue of this publication. Lester Cowan is now in New York to take the matter up with executives of major theatre circuits.

A number of west coast studios have indicated their willingness to adopt the standard aperture if theatres will make the necessary alterations in projection machines.

Exhibitors and producers have been experiencing since the advent of sound because of the absence of a standardized aperture. Studios, for instance, have been compelled to photograph actors and sets so that the picture could be shown on an oblong screen in some theatres and a virtually square screen in others, depending on the method of sound recording used and other mechanical factors. This has frequently resulted in part of the top, bottom or sides of the picture image being cut off.

Cowan expects the new standard to do away with framing difficulties and to permit studios to use four per cent more area on the film for action than was possible while variation in the shape of screens had to be provided for. The camera aperture proposed is .651 inch by .868 inch, allowing for a theatre projector aperture of .615 inch by .820 inch.

NEW GOODALL HEAD

Small Sound Device Easy to Install

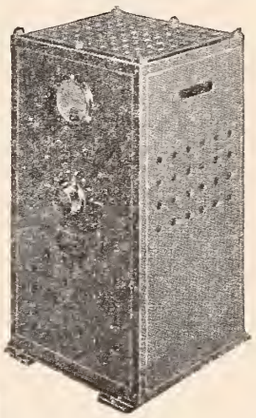
Following a year of research and experiment, the Goodall Electric Manufacturing Company of Ogallala, Neb., has placed on the market a junior model sound head designed without moving parts, springs or gates.

By a special arrangement the film is pulled past the sound aperture at a constant even speed. Standard exciter lamps of any size are used. A special optical system throwing a beam of .0007 inches is used. The P. E. cell is entirely shielded, both electrically and from stray lights, by a hollow aluminum cell house.

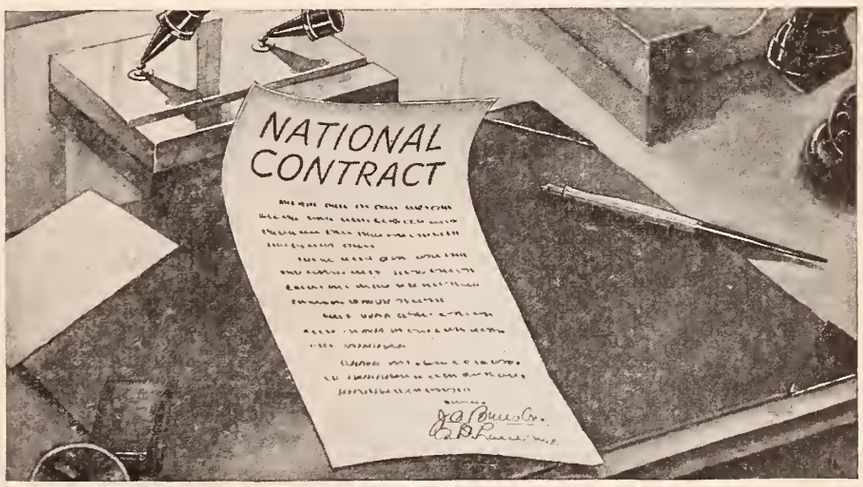
Another feature is the adjustable aperture plate and guide roller making it possible to adjust either the film or the aperture plate while the equipment is in operation.

Garver Sales Good

Sales of the Garver Kurrent Changer, a product of the Garver Electric Company, Union City, Ind., have been excellent during the past few months, according to company officials. The Kurrent Changer, designed to operate with a minimum of maintenance cost includes a rectifier that produces from 15 to 30 D. C. amperes for permanent installations, or as emergency units. The device is said to provide an unfailing supply of current.



ONE COMPLETE TRANSACTION versus Scattered Buying...



Consider the many advantages — the economy — of remodeling or re-equipping your theatre with one time and money-saving transaction instead of a dozen deals or more. You can buy everything you require at National . . . see it before you buy it . . . on most liberal payment terms. A single contract, with a definite blanket guarantee of maximum value and service performance. Come in and let's talk it over.

NATIONAL THEATRE SUPPLY COMPANY

306 S. Harwood St., Dallas, Texas 516 W. Grand, Oklahoma City, Okla.

Banquet Highlights Initial Convention

(Continued from page 3)

Walker called on Leroy Bickel to explain the picture in advance and to urge all exhibitors to see the screening as this would probably be their only chance to see it due to M-G-M's selling policy. The chair rubbed this idea in several times, and it would seem that Bickel was put in a "nine hole." But, readers, he took the floor, all in fun, with his assigned subject, "Why It Does Not Hurt to Cut an Exhibitor's Throat," and the show was thereby neatly stolen.

Rated as a pretty smooth type of fellow and a slick selling artist, Bickel came from behind his own goal line and immediately scored a touchdown. He said Leo was a good surgeon and at this point Bickel stole Eddie Cantor's thunder and offered to show his operation. He took off his coat, and a full surgeon's regalia rolled down, a white cap perched on his head and how he did go to it. Can't tell you all he said, but he said plenty.

Without a doubt Bickel did more in this few minutes to sell M-G-M to a group of exhibitors than he ever did on the road in actual combat. As he became winded, the speaker turned to serious thought when he felicitated the exhibitors on their organization, their purpose, and extended another invitation to see the greatest picture in five years. "The Champ."

Dugger and Hilgers Register

Two other branch managers registered nicely as after dinner speakers, namely, J. B. Dugger, of Paramount, and C. E. Hilgers, of Fox. They were assigned the same subject, "Why I Love An Exhibitor."

Dugger said he was glad to see another exhibitor organization in Texas, and lost no time in pointing out a series of traits most "admirable" in Texas exhibitors. He got by easily with a joke that probably couldn t be printed, if you take it the wrong way, indicating that an exchange manager's job in dealing with exhibitors is not altogether pleasure.

Hilgers particularly loved that type of exhibitor who drops a letter into the post office and then wires his exchange raising hell because they haven't answered his letter.

C. DeWolfe, of San Saba, answered Hilgers and Dugger on the subject, "Why I Love an Exchange Manager," and displayed a peculiar gift of extemporaneous speaking for an exhibitor.

Tried for the first time at a trade social gathering, these fun subjects were handled by speakers who knew how the thing should be done.

The Ritz Next

After refreshments at various quarters, the crowd braved icy wet weather through three blocks to the Ritz where Wallace Beery and Jackie Cooper interpreted "The Champ," on behalf of Leo Bickel was said to be a good judge of picture values when he made strong claims for the film an hour before. It's sob stuff that gets 'em in. It's a wonderful picture.

As a different type of attraction, First National came on with a screening of "Her Majesty, Love," with Marilyn Miller and Ben Lyon, which shared praise in box office merit with the previous attraction.

Tryon's Latest

Hollywood — Glenn Tryon has finished the lead in the Educational Vanity Comedy, "For the Love of Fanny," which was directed by Al Christie.

Oklahoma City News

Billy Burke in "The Vinegar Tree" at the Shrine Auditorium Monday night was a decided success, and a complete full house present to greet her.

* * *

The new Erie Theatre opened at Antlers, Okla., November 19.

* * *

Starrett Brothers will erect a new $1,000,000 theatre building in Oklahoma City some time in 1932, and Publix is said to have the option.

* * *

Art Laman is publishing a four-page house sheet devoted principally to Publix Theatres. First number was excellent.

* * *

Manager Russell Taylor had excellent Thanksgiving business at his Warner Theatre, the Warner Players presenting "Under Cover" and both Helen Louise Lewis, leading lady, and Grandon Rhodes, leading man, and the entire company putting forth their very best efforts to make Thanksgiving matinee a decided success.

* * *

Change in Warner Bros. managers as follows: Irving Mirisch, manager Liberty at Oklahoma City, transferred to Grand Florusent, St. Louis; succeeded by Paul Townsend, former manager of Empress, Oklahoma City, D. L. Johnston succeeding Townsend as manager of the Empress.

* * *

Thanksgiving business in Oklahoma City excellent, Criterion presenting "Rich Man's Folly," Capitol showing "Possessed," Warner Players at the Warner presented "Under Cover"; Midwest had "Local Boy Makes Good" and the attraction at the Liberty was "The Pagan Lady."

New Find

Hollywood—Mack Sennett reports he has a real find in Geneva Mitchell, ex-Follies girl, whom the comedy producer has placed under contract.

TENT SHOWS REVIVE

Strickland Also Points to Tax Menace

Known as a friend of the independent exhibitor and public relations director for Publix, the Hon. J. J. Strickland, of San Antonio, told T. O. P. A. delegates that his organization was bothered more now with tent shows and medicine shows than ever in its history.

An exhibitor in good standing in his town can cause these shows to pay an occupation tax, now specified in the statutes, and in this way prevent a great deal of this migratory competition, he said.

Strickland recommended that Judge Walker was highly experienced on the tent show question and that complaining exhibitors should refer their troubles along this line to their organization president.

Explaining the new Sunday law, Strickland says that every sizeable town in Texas is now open for Sunday shows. It is no longer a concern of the state, state officials, county officials, or the grand jury as to whether or not a show is run on Sunday in Texas. City officials only have a say in the matter, and it is entirely up to them whether shows are run on Sunday or not, when the show opens and when it closes, he declared.

Fear that new tax measures affecting the theatres will be considered at Austin in January or February was expressed by the speaker, who warned that the organization should again plan its attack to defeat these measures.

Following this address, Judge Walker highly praised Mr. Strickland for his legislative work in behalf of independent theatres, and to Strickland he gave almost full credit for passage of the present Sunday law, and the defeat of additional tax measures.

RALPH LOWMAN
SOLE OWNER

Dallas Poster Exchange

1807½ COMMERCE
DALLAS, TEXAS

	One Sheet	Three Sheet	Six Sheet	Feat 11x14	Com Serial 11x14	14x17	Slides	Insert Cards	22x28 Set of 2	24 Sheets	8x10 Stills Set of 8	Bnrs.	Windw. Cards
Prices at which advertising is sold, at a saving to you of from 33 1/3 to 65%	10c	30c	60c	50c	35c to 50c	50c to $1.00	10c	10c	50c	$1.00 to $1.50	50c	50c to $1.00	3c to 5c
Credits on all your used advertising accepted, allowed on first order to this office	3c	10c	20c	10c	5c	15c	3c	3c	10c	25c	10c	15c to 25c	1c
CASH prices I pay you for used advertising accepted when CASH requested before shipment arrives (this is more than some of the poster exchanges' credit prices)	2c	7c	15c	7c	3c	10c	2c	2c	7c	20c	7c	10c	1c

SEND YOUR USED PAPER TO US FOR CASH OR IMMEDIATE CREDIT.

Suit Rings in the King Vs. Colonists

Lewiston, Ida. — Back of the "Octopus Shows Its Teeth" days; far beyond the Patent Trust fight; completely past the period of the Civil War rumbled an attack here on the standard form of film contract. For back to the time of the Boston Tea Party went E. A. Cox, defense attorney for the Tri-State Theatres in an argument on appeal of the Fox Film case against the theatre firm.

He painted a picture of a so-called arrogant movie trust (King George II of England) and the struggle of the colonists for independence, the colonists being the theatre firm.

The distributing firm brought suit against the theatre company for refusing to complete its contract, but the case was dismissed by Judge Miles S. Johnson in Nez Perce County on the ground that the contract was a violation of the Sherman anti-trust law and contrary to the anti-trust laws of Idaho.

Leo McCarthy, of counsel for Fox, contended that the only part of the standard contract held unlawful by the courts is the arbitration clause and that the balance of the contract is enforceable. The United States Supreme Court, he said, held the arbitration clause null and void but not the rest of the contract.

The defense brief contended that it was a fair inference from cases heretofore brought by members of the alleged trust that "the trust" is "going to the sticks" to build up a body of precedents before it attempted to put the large exhibitors in the city on the spot."

Cox said in his argument that since the di tributor bound himself to nothing by the contract, the agreement is void as to both parties. He said the alleged illegality of the contract was so interwoven with the whole contract that the entire form of agreement is void.

"In this twentieth century it is interesting and a trifle ludicrous to discover this fu tian movie trust arrogating to itself the same arbitrary power which our fathers denied to King George 150 years ago," Cox's brief said.

Operadio Sales

Operadio Model 408 D. T. Sound-On-Film Amplifiers have recently been installed in the following theatres: Augus Theatre, San Augustin; Lamar Theatre, Paris; Louisiana State Normal, Natchitoches, La.; Star Theatre, Teague; Osage Theatre, Shidler, Okla.; Spa Theatre, Hot Springs, Ark.; Happyland Theatre, Port Gibson, Miss.

BOOKKEEPING VITAL

Underwood Emphasizes Need of Accuracy

W. G. Underwood, a prominent theatre magnate of the southwest, brought exhibitors at the T. O. P. A. confab an important business message on the essentials of an accurate set of books in theatre operating. An exhibitor who takes it in cash, pays it out cash, and then takes what is left as his profit, is operating on a very deceiving program, he said.

Depreciation is one of the most important items in the conduct of a house, he declared. It is a mistake to believe because a theatre is bought for $10,000 that it is always worth it. Depreciation should be charged off at the rate of 20 per cent a year and the exhibitor should have this capital investment back in five years, Underwood said. This holds for all furnishings and equipment but sound and because no one can foresee what radical changes may come in reproduction, the exhibitor should charge off in depreciation his sound investment in two years' time, he declared.

Theatre buildings become obsolete over a comparatively short period of years, and for this reason the building investment should be charged off in fifteen years.

Depreciation, according to the above schedule, is practiced by all the leading circuits and is allowable by the government, Underwood said.

With an accurate set of books an exhibitor can intelligently sign new film contracts at the price he can afford to pay, he concluded.

Mickey Mousers

(Continued from page 13

be secured from nine sponsoring merchants, who are to pay $11 each for the promotion of the club, it was stated.

Organization of Mickey Mouse clubs throughout the country is in answer to direct appeal from the national P.-T. A. organization, Mr. Nichols explained. A Chief Mickey Mouse and Chief Minnie Mouse are included in the officers to be elected.

J. F. Jones, manager of the local Hughes-Franklin Theatres, will take over the work of promoting the club. He will secure the cooperation of the local merchants. Mr. Nichols estimated Palestine should have a membership of about 1500 children.

The weekly programs will consist of a variety of numbers, including specialty dance numbers, stunts and pictures.

T.O.P.A. OFFICIALS

Walker Heads; Others Are Selected

Following a report of the resolutions committee (the resolutions also appearing in this issue) and a report of the election committee, a motion to adjourn the initial T.O.P.A. convention carried.

Officers and directors for the coming year are: Roy L. Walker, president; A. O. Englebrecht, Georgetown; Arthur A. Keyes, Quanah, and W. P. Wooten, Canyon, vice-presidents, and I. S. Melcher, Dallas, secretary. Other members of the board of directors are C. H. De Wolfe, San Saba; W. G. Underwood, Dallas; M. H. Gwynn, Terrell; Stanley Swift, Cameron; A. P. Muller, Seguin; Houston; E. H. Patton, Kerrville; W. M. Sheilds, Tyler; F. D. Wilkie, H. C. Tidball, Fort Worth, and J. Lemke, Waco.

A. Archibald, of Ft. Worth, took the floor as the session ended, offering a resolution that Judge Walker be thanked for his work as president of the organization, and serving, as he does, without pay. The resolution carried unanimously.

Forty-eight Texas exhibitors were officially reported as having registered for the convention.

Attention Exhibitors!

You Can Now Buy Junior Goodall Sound on Film Complete All A. C. Operated Equipment For

$850.00

WHY PAY MORE! SOLD ON TERMS!

Good-All Electric Company, Inc.

OGALLALA, NEBRASKA

SOUND HEADS ONLY $295.00 PER PAIR. SATISFACTION GUARANTEED.

GEO. W. SUMNER, Representative
State of Texas
Weatherford, Texas

SOL. J. DAVIDSON, Representative
State of Oklahoma
704 West Grand. Oklahoma City, Okla.

Industry Facing Fox Patent Suits

(Continued from page 7)

Du-Art, Film Lab., Cecil B. DeMille, Walt Disney, Dominant, Educational, Electrotone, Excelatone Studios, Douglas Fairbanks, Fashion Feature Studio, Feature Products, Carl Fenton, Filmlab, First Division, Fitzpatrick, Fowler, Gilliam & Reed, G-M Lab., G. Y. B. Products, D. W. Griffith, Hal Roach, Halpern, H. E. R. Lab., Hercules Film Products, Hispania, Michael Hoffman, Hoffman Products, Hollywood Film Enterprises, Hollywood Products, Hollywood Syndicate, Robert J. Horner, Lyman H. Howe, Burton Holmes, Howard Hughes, Craig Hutchinson, Iberia, Ideal Studios, Imperial, Inkwell, Inspiration, International Pictures, Inter-Continental Lab., Italotone, Iwerks, Jam Handy, Kinogram, Willis Kent, Kines Studio, Liberty, Loew's, Harold Lloyd, Majestic, M-G-M, Metropolitan, Meyer-Rieger, National Screen Service, Pacific Coast Record Studio, Paramount, Photocolor, Premier Studio Principal Pictures, Recording Lab. of America, Hugo Riesenfeld, RKO, Mack Sennett, Sight & Sound Corp., Sono Art-World Wide Pictures, Sound Systems, Stanley Recording Co. of America, Talking Pictures Epics, Tec-Art, Technicolor, Tiffany, United Artists, United Trailer Service, Universal, Van Beuren, Visugraphic, Wafilms, Wilding, Winkler, Warner Bros.

"Flywheel" Patent

Notices of infringement on the "flywheel" patent were sent to:

RCA Photophone, RKO, Pacent, Electrical Research Products, Movviola, Colograph, Q. R. S. De Vry, Lucille Products, Sentry Safety Control, Ruby Camera, Universal Sound System, Powers Cinephone, Simplimus, Racon Electric, Holmes Projector, Royal Amplitone, Talking Picture Equipment Corp., Gries Machine, Safety Projector, Weber Machine, Zenith Patented Safety Projector, Loew's, M-G-M, Paramount, Warner Bros.

Pageant Leader

(Continued from page 7)

struments; for the collaboration of Artur Hadley and Deems Taylor on the music and of Paul Kester and Charlton Andrews on the books, and for the leadership of Dr. Walter Damrosch and John Phillips Sousa for the chorus and bands, respectively.

In extending the invitation to Griffith, Arnold Kruckman, director appointed by Congress to conduct the celebration, wrote:

"In this celebration we are striving toward an ideal, and that ideal is to emphasize the great qualities of the American character symbolized by Washington, which has left its immortal effect upon the history of the world in the unfolding of the American idea that has had such a profound reaction upon all modern history. I expect this great pageant play will be tremendously effective in kindling a new conception of the ideals for which the nation stands. This is why we are asking the most gifted and the most distinguished Americans to help us be they artists of the stage or screen, or in literature and painting, or in the arts of science and industry."

Selection of the director for these vast efforts was not an easy one. But in choosing Griffith, Kruckman wrote: "In the handling of mass effects, sweeping movements, colors, contrasts and delicate detail, no one in the world has equalled your achievements."

Kruckman explained that he had particular reference to the great sweep of the Griffith picture, "Intolerance," and to the basic patriotism displayed in "The Birth of a Nation," "Abraham Lincoln" and other masterpieces. As it happened, Griffith was deep in the production of "The Struggle," his newest picture, when the invitation arrived some weeks ago, and his acceptance was therefore deferred until he completed the picture.

Almost every name of importance upon the stage and screen and upon the operatic and concert stage will be included in the pageant roster The following have already accepted: Margaret Anglin, John Barrymore, Mme. Ernestine Schumann-Heink, Walter Hampdon, Mary Brian, May Buckley, Constance Collier, Henrietta Crosman, Margaret Dale, Robert Downing, William S. Hart, Gus Edwards, Taylor Holmes, Doris Keane, Myrna Loy, Fredric March, Tully Marshall, Burr McIntosh, Antonio Moreno, Carmel Myers, Mme. Ellen Beach Yaw, Sarah Padden Corliss Palmer, Ruth Roland, Effie Shannon, Fred Stone, Fay Templeton, Tom Terriss, Bryant Washburn, Jane Winton, Anna May Wong, Fay Wray, Hobart Bosworth, Jean Harlow, Mr. and Mrs. Charles Coburn, and William Faversham.

Sign Wales-Mong

Holylwood — Ethel Wales has been signed to play the part of "Aunt Martha," and William V. Mong the role of "Fletcher."

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

BARGAINS in new and used theatre equipment of all kinds, sound on film and disc. Tubes, new, 20 per cent off list; X-Cell photo cells unconditionally guaranteed for one year, $25 each. Motors, blowers, projection machines and seats. Cash must accompany order. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. xc12-8(4)

TWO SIMPLEX projectors, Warner converter, Moviephone sound equipment. 509 Myrtle, Davenport, Iowa. 12-1

MOTION PICTURE SUPPLY DEALERS—For emergency need of Simplex machines, generators, low intensity lamps, opera chairs —get in touch—we have 'em— they're bargains. Satisfaction guaranteed. Bland Brothers, 1018 South Wabash, Chicago x12-1

NOTICE TO still silent exhibitors—We offer two machines complete with sound-on-film attachment for as low as $1500; easy terms; only established theatres will be considered. Western Feature Films, 1024 South Wabash, Chicago. x12-1

THEATRES FOR SALE

PAYING THEATRES for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Bldg., Chicago. 12-8

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

ONLY SHOW building in good small oilfield town. Rent cheap. M. D. Butler, Oilton, Okla. x12-1

TICKETS

TICKETS—11c per thousand; regular new stock; pads or rolls; different admission prices; going fast so get yours. Also special bargains in rebuilt Simplex machines, low intensity lamps, other equipment. Western Feature equipment. Western Feature Film Films, 1024 South Wabash, Chicago. x12-1

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

WANTED TO LEASE

ABOUT 500-seat house, good equipment, give full particulars. Buyer, c/o Weekly Film Review, 125 Walton St., Atlanta, Ga. x12-1

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

DESIRES JOB, lease or buy theatre; reliable married man 32; experienced sound manager and advertising. Give full particulars. John T. Tkach, Hebron, N. D. 12-1

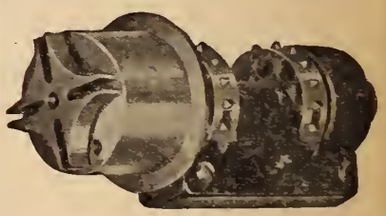
THEATRES WANTED

CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

THEATRICAL PRINTING

DEPRESSION REMEDY—1,000 3x8 dodgers, $1.00; 50 11x14 Tackcards, $1.65, prepaid. Cash. King Shopress, Warren, Ill. 12-1

OLD EQUIPMENT CAN BE TURNED INTO CASH THRU THE CLEARING HOUSE.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

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Covering Atlanta, New Orleans, Charlotte and Memphis territories.

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"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.

E. W. HAMMONS, President

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DEC. 8, 1931
VOLUME VIII NUMBER 13

MOTION PICTURE TIMES



"FRANKENSTEIN" DRAGS IN MOST OF THE BUSINESS ON ELM STREET.

CLAUDE EZELL, BIG SHOT, BACK HOME IN DALLAS TAKING ON THEATRE INTERESTS.

GOLD NIGHT PLAN BECOMES POPULAR IN OVERCOMING THEATRES' NUT.

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP
INS

Increase Attendance



Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

With the Tried and Proven

Scooter-Nite

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The
Steel Stamping Company
Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for _____3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _____, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre _____ by_____Mgr.

Town _____ State _____

If member of chain of theatres give name and address of main office below:

_____

Attention, Mr._____

☐ **Check here, if trailer is desired, and send $3.00 deposit which will be refunded on return of trailer.**

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Ezell Returns to Texas

Gold Night Plan Becomes Popular

Cash Prizes Increase Takes While Reducing Nuts; Gets Co-operation From Merchants.

Giving away $25 in gold on Thursday nights to holders of the lucky numbers, some of the smaller Publix houses are going in for the money premium plan in an effort to bolster attendance over the week.

Grover Campbell, Publix district manager, is personally supervising the gold night campaign at the Palace at Denton, his home town. A tie-up has been arranged with ten leading merchants who give away coupons with each fifty cents purchase or payment on account.

Ten thousand special heralds and $50,000 coupons were the initial order among the campaign accessories, chances being that many more thousands of each would be used.

Regardless of what results the Publix organization will draw from gold nights, an independent theatre man in a town of 5,000 has put his foot down on the proposition as being not worth the money it costs to stage it.

This exhibitor says that a good motion picture will get more

(Continued on page 4)

"U" Film a Wow

UNIQUE SITUATION

Comfort House Has 300 Stockholders

A unique theatre situation is reported operating in Comfort, Texas, by E. B. Herber, of the Photo-Talker Company, who last week closed a deal with the Comfort Community Theatre, Inc., for installation of Universal all A. C. sound on film equipment.

There are about 300 community stockholders in the enterprise, according to Herber, and seven directors outline the operating policies.

The plant represents a neat investment of $30,000. The building contains lodge rooms where various fraternities of the town hold their sessions. Club rooms are also provided and elections are conducted within the premises.

The main auditorium is used for basket ball contests, dances, etc., besides picture programs, which will be run on a schedule of about two films a week.

Seven directors unanimously agreed on the Universal installation, Herber said. The Comfort Community Theatre is a civic model well worthy of the investigation of other towns, he said.

Plan O. C. House

Oklahoma City—Starrett Bros., owners of Ramsey Towers, 33-story office building, stated that they would build a $1,000,000 theatre in Oklahoma City some time during 1932, the option to be offered to Publix Theatres.

Benefit Show

Oklahoma City — The Aldrich, operated for Negroes, gave its receipts Friday for the benefit of the unemployed.

"Frankenstein" Drags in Most of the Business on Elm Street; Great Exploitation.

"Knocking their ears down" is a favorite expression on Film Row and Elm street concerning what "Frankenstein," Universal's evident box office attraction, was doing at the Majestic during the past week.

Saturday midnight a week ago the RKO maintenance division was put to work overtime repairing damage the crowds did to physical property. The theatre doors were broken off their hinges, mirrors smashed, and it was also brought to light that the Majestic was not equipped with the shatterless process of plate glass. Police reserves were called out to handle the crowds, an event that has been unknown to towns of the southwest in many months.

A half hour before regular running time Thursday, a line was formed several doors down the street to the friendly competition

(Continued on page 5)

THANKS, MR. WALKER!

Mr. V. W. Crisp,
313 S. Harwood St.,
Dallas, Texas.
Dear Sir:

I certainly thank you for the space given our Association meeting in the Motion Picture Times, and feel that your assistance in the past has helped materially in making our Association what it is. It just goes to show what can be done when all sides of the industry work together.

I inclose you list of those who registered at the convention. In giving the names of directors, you failed to include the name of W. A. Stuckert, of Brenham.

Yours very truly,
ROY L. WALKER Pres.,
Theatre Owners Protective Assn.

Note: Mr. Stuckert was re-elected a director during the recent convention. His name was unintentionally omitted from the electorate.

Former Warner Executive Interested in San Antonio Chain; Happy to be Back Home.

With his smile that still covers the major part of his facial anatomy and with the usual glad hand that never failed to go out to everyone in all ranks of this business, Claude C. Ezell, who rose to the pinnacle in distriution, is back in Dallas where he has invested some of his earnings in theatre ventures with intimate friends.

Ezell is said to be the "e" in the Duel Company operating about five theatres in San Antonio. W. G. Underwood and J. E. Luckett represent the "u" and the "l" respectively. The "d" in the set-up has been taken by a well known man high up in the film business, but his name has not yet been definitely linked into the chain of four.

Many friends of Ezell in Dallas have verified the fact that the former Warner Bros.-First National sales manager is very happy because of the circumstances allowing him to return to Texas and Dallas, his former home, where he laid the foundation in sales that took him into control of national company policies.

Negro Matinee

Livingston, Texas — What was perhaps the greatest event for the negro population of Livingston since the last Emancipation day celebration took place last Friday when a morning matinee was held exclusively for negroes. Many of the audience had never before seen a moving picture, and not more than a dozen of those present had ever heard a "talkie." The theatre was donated by the management to the congregation of the negro Baptist church which was burned a week ago, and all admissions went to the church fund.

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

THE PASS SYSTEM

It's Cost to the Industry

Motion Picture Times,
Dallas, Texas.

Gentlemen: Writing as I feel and feeling as I write, I herewith hand you a copy of my sentiments for you to use as you wish:

The big trouble with the picture industry today is that there are too many cheap managers operating theatres. Unlike other merchandising businesses, they cannot operate their theatres without giving their business to the public free. Why should a theatre business be so different to other merchandising businesses?

Some managers I know keep the town flooded with passes through so many methods that it is absolutely disgraceful to the industry, and for no other purpose than to make a showing with the public, which cheapens the product and causes the legitimate exhibitor much concern in delivering the best to the public at a fair admission price.

If the exhibitor is in a business that he has to give two-thirds of his business GRATIS in order that he might exist, he had beter get OUT for the GOOD of the BUSINESS.

The public has gotten the notion that there is no expense to operating a theatre, caused by the methods pursued by so many managers in conducting their theatres, and right they are in so believing. The theatre has become a last thought when seeking amusement, —in fact, the industry thereby is fast losing its dignity, the value of the industry is fastly losing its place on account of these INGRATES to the business.

So many managers have abused the pass system that the public has come to think that it is useless to waste their money for theatre amusements when they can get free passes with so little effort.

Some managers have cheapened the value of theatre admissions through the FREE SYSTEM method, as by placing no limit of time to their advertising passes, thereby causing thousands to accumulate during the year, only to rush the theatres when better productions are shown.

Free passes to all the school teachers, at this time, one class of salary with absolute safety, and that is able to contribute to the prosperity through the spending of same, free passes to all the hotels, telephone girls, birthday passes to everyone from three years up to one hundred years of age, class passes once each month for the schools, monthly wedding passes, and on top of it all, placing from five hundred to a thousand free admissions on circulars put out on each picture.

If there is any method of distributing passes that you managers have failed to think of, you might keep in mind some of the above to help complete your list, because the public has begun to expect it and at the expense of the industry.

What other merchandising business gives away three-fourths of its business in order that it might make a petty showing with its competition? Do you have the guts to go into a grocery store and ask the manager to give you a sack of flour or even a loaf of bread? I'll say you do not, it is above your dignity. Can you say that for the picture industry? I say you can't! And who is the cause of it? No one but ourselves.

It is safe to say that no day passes but some bird approaches you with a request for a pass or several passes and why? You have given until they expect it, and now when they go to the show they either have a pass or they must see something extraordinarily unusual and the industry is suffering more and more every day. There are entirely too many managers that crave publicity at too costly a method, either too selfish, ignorant or with an air of "To Hell with the Industry." They really are not managers but vultures of the most wonderful industry.

A merchant doesn't consider a salesman a good salesman who has to give his product away, anyone can do that; but it does take a GOOD salesman to sell his product at a fair profit! And why should the salesman of the picture industry be the goat? Let's uphold this wonderful business.—W. J. Wilke, Liberty Theatre, Graham, Texas. Dec. 5, 1931.

Monogram Has 59 Films in Line-Up

Among a number of important issues now hanging fire in Monogram exchanges in Dallas, Little Rock and Oklahoma City, are the arrival of the first Harry Carey western out of a series of eight, titled, "Cavalier of the West"; the details completed on distribution of twelve Artclass features which swells the Monogram line-up to 59 features; and the Hoot Gibson contest in which exhibitors are asked to write in a title for the sixth Gibson de luxe western, the winning title to award the exhibitor with $50 from M. H. Hoffman and also a free booking on the sixth picture coming from Monogram exchanges of the southwest.

The first Carey western runs about 62 minutes and is acclaimed by numerous reviewers to be fast moving, a good western filled with romance. It will be ready for showing Christmas Day, according to Joe Silverman, Monogram district manager.

The Artclass features have already been announced in detail by the company.

Hoot Gibson is now working on his fifth picture "He Rides Alone," by Peter B. Kyne, and Hoffman wants the title for the sixth picture selected by exhibitors before working is begun on the last of the series.

Any exhibitor can win, Silverman declared. It costs nothing and there are no strings attached. Just fill in the blank lines on the coupon below and shoot it in to the nearest Monogram office:

MONOGRAM PICTURES CO.

Gentlemen:

I believe the following title would best suit Hoot Gibson in the sixth and last of his present series:

_____

_____

Exhibitor

_____

Theatre

_____

Town

_____

State

RADIO STARS TOUR

Dallas Team Appearing in Territory

Al Jaffee, well known on the Dallas market, is managing personal appearances in theatres and schools of Honey Boy and Sassafras, radio artists. A number of theatres have already been played and a greater number of school performances have been given under the auspices of parent-teacher associations.

The theatre is always given first chance at the vaudeville team, Jaffee said.

C. J. Musselman, operating the Lamar at Paris and the Grand at Corsicana, while in the Times office Monday, said the black face artists made him some good money in both towns.

Gold Night Plan

(Continued from page 3)

money than all the radios, furniture, dishes, etc., than a theatre can give away. This exhibitor has been giving away $15 in gold every week. It costs him about $50 a week to put the plan on. The first week made a few dollars, the second broke even and the third lost. Last week, on a two-day picture with gold night, this house took in only half as much money as it did the following two nights with a good picture and giving nothing away.

Title Change

Hollywood—"Almost Married" has supplanted "Circumstances" as the title for the Fox picture. Featured with Violet Heming are Ralph Bellamy and Alexander Kirkland.

MANAGER PUBLICITY EXPERT
7 years — thorough knowledge of business — must locate at once—consider anything.
Write or wire for information.
DON W. DAVISON
715 Humboldt, Manhattan, Kas.

WE BUY AND SELL USED SIMPLEX PROJECTORS

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

"Frankenstein"

(Continued from page 3)

house, the Melba, operated by Publix.

The crowd doubled back and a jam formed in front of the Majestic. Before the film was run off one time and immediately preceding the vaudeville bill—an unusually high-class group of acts—the house was crammed full and remained full for four days, with standing at every performance.

Business at Ft. Worth, Houston, and San Antonio is reported as being practically the same as that in Dallas. In Houston, "Frankenstein" is being held over for the second week. In Ft. Worth the film, at this writing, was held over for an extra three days with the probability that it would go a second full wek. The film could not be held over in Dallas on account of the vaudeville and because RKO's Seth Parker film, "Way Back Home," was already dated in for the following week.

The Majestc exploitation department comes in for great credit in the way the film went over. First they got in a row with Bob McIlheran as to whether or not the print should be cut. McIllheran threatened to go to court to recover the full length print, claiming that it contained a scene too horrible to exhibit. The Majestic won out, however and showed the unadulterated production. Next, the Majestic exploiteer stood trained nurses in the lobby administering smelling salts to patrons overcome by looking at the picture.

The public was sold on the idea that "Frankenstein" was the most horrible thing that ever flashed on a theatre's screen.

Len Brown, general manager of RKO's theatres in the southwest, commenting on "Frankenstein," is quoted as saying "It's the answer to depressed theatre business, demonstrating that if you give 'em what they want they'll come in."

Theatre men from nearby towns rushed into Dallas during the week, and mail has flooded the Universal office requesting dates. Many of them were told their runs would be some time off. Bob McIlheran said Tuesday that the exchanges had plenty of prints and that all bookings would be taken care of as quickly as possible.

City Buys Photo-Talker

The City of Dallas has adopted Photo-Talker amplification in its system of broadcasting police reports and instructions to detectives for speeding apprehension of criminals and hijackers on the spot. Police cars are equipped with receiving sets which pick up short wave broadcasts from the central office. Photo-Talker amplifier has been selected for this phase of modern sleuthing.

Youth Sentenced

Beaumont — H. D. Chapman, Port Arthur youth, whom officers testified to capturing as he tried to break open the Strand Theatre safe, Port Arthur, on October 19, was given a five-year suspended sentence on a charge of burglary.

Big Four Solid

Oklahoma City — H. K. Buchanan of the Allied Film Exchanges, Inc., has taken contracts for all Big 4 product from the Drumright Midwest Theatre Company at Drumright, Okla.

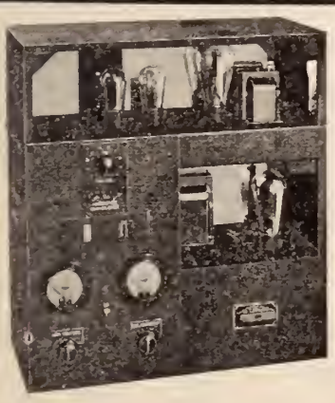
Heavy Program

Hollywood—Burton King, Big 4 production supervisor, plans a heavy program for December with a western each for Bob Custer and Buzz Barton and a melodrama as well.

The standard result-getting Cooling Equipment that satisfactorily meets all requirements of theatres today.

Buffalo Air Washers
and **Distributing Units**

BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas



The **Comfort Community Theatre, Inc.**
COMFORT, TEXAS

A corporation with 300 stockholders and seven directors—unanimously agree in their recent purchase—after thoroughly considering other equipment propositions—of

UNIVERSAL - SOUND ON FILM
WITH ALL A C OPERADIO AMPLIFICATION

Operadio A. C. Amplification is the unanimous choice the country over, for theatres wishing to convert their battery sound on film equipment to all A. C. operation. Operadio is as standard as the industry itself.

UNIVERSAL continues its march into southwestern theatres because of its economy in price, fine reproduction performance, and because it is fully protected by many patents. Universal users are satisfied with their sound.

HERBER BROS. & WOLF
"Fair Treatment and Adequate Service Always"
THE PHOTO-TALKER CO.
313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

THE PUBLISHER'S PAGE

A Plan That Beats Double Featuring

THERE is a wide difference between calling something an evil and displacing that evil with something better that takes away the taint and at the same time proves a worthwhile substitution from the dollar angle. Double feature programs have been an acknowledged evil from their inception. To get a number of opinions in agreement on this does not overcome the problem. While this publication has opposed double-featuring as a system that could accomplish but temporary good and one that could do considerable harm to picture business as a whole, exhibitors in some sections of the country have found this system necessary to meet certain competition and to keep up their grosses. They know themselves that it is not the best business-getting plan for them to use. But, lacking a better plan, they do not discontinue double-featuring.

PRODUCERS have indicated their objections to double-featuring. On the other hand producers, who operate theatres, are, with one eye closed, doing what they don't like to see their independent competitors do. The whole thing started with someone trying out the two-feature plan as a bargain idea and, because it clicked the first few times, it spread like wildfire. The low quality of feature releases fanned the flames of giving quantity instead of quality into a flagrant situation of menacing proportions. It has become a problem.

NO doubt, with the quality of features increasing and with the supply of product for twin-billing decreasing, the evil will gradually disappear. Meanwhile a substitute idea that will click at the box office is wanted. We have pointed out before that an idea doesn't have to be new to be good. An old idea, that hasn't had usage for a long while, may serve adequately.

FRANK GORDON, manager of the Wicker Park Theatre, Chicago, took a real wallop at double-featuring by reviving an old idea and SELLING it. He simply surrounded the feature with suitable short subjects and sold the whole show as a "Review Program." In all of his advertising he sold each unit of the program. He played it in opposition to double-featuring houses and reports stand-out business despite rainy weather. To quote Mr. Gordon: "If these Reviews continue to go over like the first one, good-bye double features and good riddance." There you have a clicking idea, which, though it may spread into extensive usage, will prove a boon rather than a menace.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

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Consider your LAUGH Seekers!!



Your Box-Office Protection Against Harsh Competition

See That Lucky Tab

"NECK and NECK"

featuring
GLENN TRYON

as the smart aleck who flirted with the Gods of Chance—and a pretty girl. A rollicking tale full of laughs, action and romance woven around the exciting events at a race track. With Vera Reynolds, Step'n Fetchit and Carroll Nye. Directed by Richard Thorpe.

SONO ART-WORLD WIDE PICTURES INC.

A THRILL-O-DRAMA

ALONG FILM ROW

The Ritz, on Elm street in Dallas, has closed forever, according to an announcement from its operators, the Hughes-Franklin circuit. The house will reopen, however, in time for Christmas week as The Mirror, the announcement also states. W. B. King, of King Studios, in Dallas, is now doing the work of transforming the old Ritz into what will make Dallasites gasp. The new Mirror will be operated as a subsequent run house.

* * *

The Capitol, RKO's second house on Elm street, has closed now for reopening December 24.

* * *

Burt King, RCA representative, is proud of his late deal with the State of Texas, wherein 12 RCA equipments will be installed in that many eleemosynary institutions. The state hospitals at Austin, Abilene, San Antonio, Wichita Falls, Sanitorium, Rusk, Terrell and schools at Austin, Gatesville, Gainesville, Waco, Corsicana were involved in the deal.

* * *

Ben Serkowich, connected with RKO's theatre department in New York, was in Dallas last week conferring with Len Brown, general manager of RKO's theatres in the southwest.

* * *

John H. Stahl, formerly of Fredericksburg, is reported operating the Winter Garden Theatre at Carrizo Springs which he took over from Diaz Callahan.

* * *

Fleming & Foster have purchased the Texas Theatre at Dayton, Texas.

* * *

Mart Cole has sold his interest in the Arcadia at Floresville to his partner, C. S. McLellan.

* * *

The Palace at Granbury is now being operated by R. D. Duval.

* * *

Mrs. W. H. Matthews is managing the Fain Theatre at Livingston.

* * *

Mart Cole, of Rosenburg, has annexed the Star at Smithville to his chain of houses.

* * *

The LaVista Theatre at Sonora is now operated by the Adwell Elliott Company.

* * *

Quite some few Dallas neighborhood exhibitors and visiting showmen attended the Texas Theatre in Oak Cliff last week to witness the first performance staged for a Mickey Mouse Club. More than 950 kids were in the theatre.

* * *

D. L. Luckie, operating the Angelus in San Angelo, makes his trips to Dallas via air. Several weeks ago he flew in to pick up a print, and last week he was piloted to this market to buy seats. Luckie used to be in the cattle business. Since the theatre game is much faster he keeps abreast by taking the air.

* * *

Miss Florine Lemburg was appointed manager of the Alexander Film Company's Dallas office during the recent visit of Don Alexander, company president. She succeeds J. W. Aubrey who will be transferred to another region. B. Donahue, a company representative, will act in an advisory capacity in conducting the district office. Miss Lemburg is a Dallas girl and has been with Alexander several seasons. Many friends have congratulated her on the promotion.

* * *

H. Ford Taylor has sold half interest in the Palace at Big Lake to a local rancher and has bought the Palace at Hamlin which he will get going within the next few days. This is the second ranch deal Taylor has made within recent months.

* * *

R. Z. Glass, of Public Address Service Company, reports the sale of X-Cell sound on film equipment with Webster A. C. amplification to S. G. Fry for the Victor Theatre at Van, Texas.

* * *

Abe Silverberg, former Houston exhibitor, who has since made money in the grocery business, was again hustling about Film Row last week before opening the Cleveland Theatre at Cleveland, Texas, on Sunday. Abe has taken the house over on a long time lease and believes he is going to make a profit in the town. He write Motion Picture Times ordering a year's subscription pronto.

* * *

J. Otto Rohde, W. B.-F. N. manager in Oklahoma City, was a Dallas visitor Tuesday attending a sales conference in the Dallas exchange.

* * *

J. B. Underwood, manager of Columbia, is announcing a Laugh Month which his company will stage soon, defying the idea that a depression has been hanging over this business.

Morris to Paramount

Hollywood—Chester Morris has been signed to a Paramount film contract for a series of features and will begin work under his new agreement in the leading male role of "The Miracle Man."

A Wise Exhibitor

Does not spend extra dollars for sound equipment that gives no better reproduction, service or guarantee than can be obtained from reasonably priced—

X-CELL A. C. EQUIPMENT

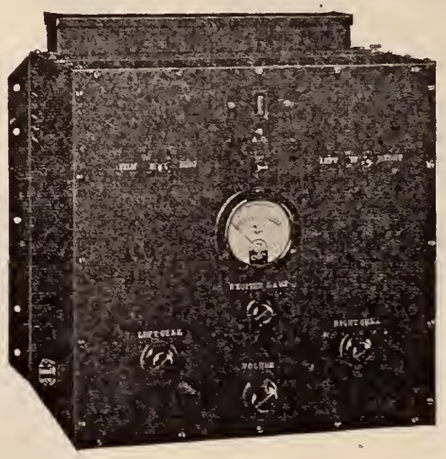
Neither does he waste extra dollars in charging, caring for, and replacing batteries.

THE NEW WEBSTER

All Electric

Sound on Film System

eliminates all batteries, head amplifiers, faders, main amplifiers and other equipment heretofore necessary.



NOW!

A total of 25 Installations of

X-CELL

Sound on Film Equipments.

S. G. FRY purchases X-CELL sound on film equipment for the Victor Theatre at Van, Texas, because of its recommendation from other exhibitors and its guarantee of absolutely satisfaction or money back.

NOT A JUNIOR MODEL, but a standard full size equipment built for hard and constant use.

Reasonable Terms or Cash Discount

Call, Wire or Write

Public Address Service Co.

2024½ Commerce St. Phone: 7-1047 Dallas, Texas.

Proxy Speed Need-Brown

Company's Future Said to Depend on Ability of Stockholders to Agree on Refinancing Plan.

New York — That receivership for RKO hinges upon the ability of the company stockholders to agree upon a refinancing plan at the December 10 meeting is admitted by both the organization and the Stockholders Protective Committee. Speed in sending proxies is most essential, according to Hiram S. Brown, president of RKO.

Committee Concurs

New York — The Stockholders' Protective Committee, representing minority stockholders of RKO, has announced it is "satisfied that it is to the interests of the stockholders to vote in favor of the plan proposed by the management to prevent a receivership.

"The management has agreed with the committee that out of the money to be raised by the subscriptions 6 million dollars will be reserved solely to provide funds for payment of the 6 per cent gold notes of the corporation or, if necessary, to reimburse the corporation for expenditures made out of income in paying such notes.

"With this arrangement made and in view of the economics which have been put into effect and which are expected to be made in the future, the committee has great hopes that subscribers will in effect not be required to pay more than $2.50 a share, payable at the time of subscription."

Application for receivership was filed in Baltimore Circuit Court by J. Cookman Boyd. Judge Albert S. J. Owens signed an order requiring the company to submit reasons why the application should not be granted. Boyd charged excessive expenditures, payment of too high salaries and mismanagement.

TELEVISION STILL FAR OFF

Declares The National Better Business Bureau; Warns Public Industry Is Yet An Experiment.

New York — Motion pictures have little to fear from television for quite a few years, according to a comprehensive survey just concluded by the National Better Business Bureau. The checkup, designed to safeguard the public against investing in worthless television stock, has it that "the broadcast of elaborate outdoor events so that continuous images can be observed at distant points in satisfactory detail and large size simultaneous with the action, judging from the problems which science must yet surmount, is years away."

The present-day effectiveness of television might be compared with the earliest motion picture, the bureau is inclined to believe.

"The reliable range of any television broadcasting station that now seems commercially practical is roughly one-fourth the service distance reached by sound broadcasting stations or about one-six-

(Continued on page 18)

Axe for Film Cycles

Studio Executives Are Seeking to Prevent Imitations of Successful Films Next Season.

Hollywood — Film cycles, those prevalent if not vicious, conditions that come about with exasperating regularity in the motion picture business, are slated for a nice long ride if plans of studio executives materialize. Conferences are being held with a view to preventing the cycles in the 1932-33 production schedules.

Executives are generally agreed that the rush to imitate successful pictures has proved a boomerang in most instances. Careful checkups of the territories by these men reveal that such imitation produces a cycle-sated public that looks with jaundiced eyes upon "another blank film," etc.

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

HI-LITES IN THE WEEK'S NEWS

Hollywood — Warner-First National has set 12 star pictures for release during January and February, six for each month.

New York — Backed by equipment manufacturers, George DeKruif, vice-president of National Theatre Supply Company, plans formation of a new company in the equipment sales field. He resigned from National after a connection of several years duration.

New York — Hiram S. Brown announced last week that the higher-salaried executives of RKO have taken voluntary cuts in salaries. Some of the cuts range as high as 40 per cent, Brown said.

New York—Outdoor action pictures and western specials will head Columbia's 1932-33 program, according to an article in Thursday's Film Daily.

New York — Stocks of five leading film companies on the Exchange dropped a total of more than $56,000,000 in market value during November.

New York — Retention of the present personnel is to be the general policy of E. R. Tinker new president of Fox Film Corp., according to announcement.

A CALL TO ARMS?

Allied Outlines Subjects Demanding Attention

Washington—If and when another national convention is held by Allied plenty of action may be expected on the following subjects: Protection, music tax, block booking, admission tax, labor, selective percentage contracts and service charges. Prominent mention is made of these in a pamphlet, "To All Exhibitors," distributed by the national office.

The pamphlet pays particular attention to protection. Following is a reprint of the folder's remarks on that subject:

"Protection—Attacks have been

(Continued on page 18)

Zukor, Hertz Issue Statement for Para.

Adolph Zukor, president, and John Hertz, chairman of the finance committee of Paramount Publix Corporation, have issued the following statement in reply to inquiries from stockholders:

"The total liability which this company has remaining for the repurchase of its stock amounts to $6,500,000. Two million, five hundred thousand dollars becomes due on January 2, 1932, and is for the repurchase of stock issued for the Great States Theatres, Inc., operating theatres throughout the state of Illinois. The remaining $4,000,000 is for the balance of a total payment of $5,500,000 paid for a half interest in Columbia Broadcasting System, Inc. The above assets are not only fine earning properties, but are highly liquid and have an immediate market at a wholly satisfactory cash price. During the next several months a substantial amount of the foregoing obligations will be taken care by the excess of current receipts over current disbursements.

"Present bank loans of the company amount to $8,200,000 and our bank balances at the present time are in excess of $5,500,000. The company has more than adequate confirmed bank credits to take care of all of its current obligations. Earnings of the company for the first three-quarters of this year are approximately $7,250,000, and our business is running profitably in the fourth quarter.

"The company has made no changes in its well-known conservative accounting policies which have, within recent months, been highly commended by both Price, Waterhouse & Co., and Haskins and Sells, certified public accountants.

"In our opinion no new financing for the company is necessary, nor is any contemplated."

Clear Title Mixup

Hollywood — "Desert Spawn," and not "Hard Pan Gulch," as previously announced, has been substituted by "Human Targets," Buzz Barton's starring vehicle. J. P. McGowan will direct.


MOVIE
GOSSIP
1931
NOVEMBER
10¢
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THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

WITH the last call sounded for a general and complete house cleaning, the proverbial axe is due for much swinging in this celluloid city. The big and little fellow alike has no idea just when and where the axe will fall, but that it will fall with a succession of heavy blows is a certainty.

The vital necessity of slashing production costs is looked upon in most quarters as the one and only grand moment for the removal of "relativity" and the non-producers from the studios' rosters. It is believed that people warming chairs through political pull and the acquaintance of a few thirty-second cousins can now be given their walking papers without any hard feelings, fully realizing that everyone connected with the industry must produce in order to avoid a calamity. The good ship Cinema is in a rough sea and orders are going out from the bridge to throw the excess weight overboard and the excess includes high priced directors, writers and stars, now looked upon as liabilities rather than assets.

Creative talent heretofore barred from the studio gates is being sought to conform with the new budgets. The old guard is about to be relieved and a transfusion of new and younger blood injected into the cinema field looked upon as the industry's only salvation.

* * *

There is a lot of talk here in regard to Wallace Reid, Jr., emulating his famous father. Young Wallace, who looks very much like his father, is undergoing a series of tests at Universal. If the tests meet with the Laemmle approval, they will go into a huddle with Mrs. Dorothy Davenport Reid for contractual arrangements.

* * *

We hear that Kenneth Harlan, operating "The Jade Room," a night club in Reno, plans a return to Hollywood and sound pictures. We hear from the inside that he has signed a contract with Universal. It is understood that he will continue to operate the night club and divide his time between Hollywood and Reno.

Roy Del Ruth, Warner Bros. director, and Joseph Jackson, Warner Bros. scenarist, have deserted the celluloid city for New York. While there they will witness current Broadway productions with an eye to screen values.

* * *

Bumped into George A. Hickey, Metro-Goldwyn-Mayer's western division manager, doing a little advance Christmas shopping along the Boulevard. George rode us to the L. A. exchange where we took a peek at a new picture—picture of his new home to be erected at Calle Del Barco near Malibu.

What a picture! and what a home! Need we say more than mention the name of the architect, S. Charles Lee, responsible for the designing of the magnificent Los Angeles Theatre? The Hickey home is being built at an approximate cost of $50,000. The grand opening is scheduled early in April. Yes, we're invited.

* * *

Director Edmund Goulding was married to Marjorie Moss of the New York stage dancing team of Moss and Fontana at the home of Laura Hope Crews with John Gilbert as best man.

* * *

Jean Harlow, under contract to Howard Hughes, has been loaned to M-G-M. She will play the feminine lead in "City Sentinels," opposite Walter Huston.

* * *

Death ended the career of Theodore Wharton, first director of motion picture serials. He had been ill for several weeks. Wharton directed Pearl White's first picture and was responsible for bringing the late Milton Sills to to the screen. Wharton also established the first independent studio at Ithaca, N. Y. Irene Castle was one of his stars.

* * *

"Under Eighteen," introducing Marian Marsh as a star, was previewed at the Forum Theatre where the picture was received with considerable enthusiasm. Local critics heaped much praise on Miss Marsh for the portrayal of a role that is a combination of "Bought" and "Bad Girl."

"The House of Glass," a stage play of many years ago, which also served as a vehicle for Clara Kimball Young as a silent drama, is under consideration for Ann Harding by Charles Rogers. "The House of Glass" promises to be the first Pathe pix to be made on the Radio lot following the exodus of Pathe stars, directors and executives.

* * *

Hollywood learns that there is no truth to the rumor about L. A. Young taking his cash out of the Tiffany coffers. Young has arranged to furnish the cash for the coming year. E. W. Hammons, president of Educational is due here to see about an extension of the Tiffany arrangement for releases. From present available figures we learn that Educational is to make 138 short subjects next year.

* * *

Bernard Schubert, RKO-Radio pictures scribe is strutting around the lot with considerable chest expansion. The reason is that Mrs. Schubert presented him with a baby girl, nine pounds and nine ounces. Mother and babe are doing well and papa's cigar bill goes up and up.

* * *

We met Josephine Dunn at the Hollywood Playhouse paying her respects to Laura La Plante. Josephine returns to the screen after a year's absence due to illness. She has a prominent part in Paramount's "Two Kinds of Women."

* * *

All the gag men are not on the lots. A Hollywood cowboy entered a restaurant while we were getting the morning coffee and asked the proprietor if he would cash a check, to which the proprietor replied: "Hell no, I'm running a restaurant, not a gambling joint."

* * *

Norman Taurog, who recently was selected as the best director of the year by the Academy of Motion Picture Arts and Sciences for his handling of "Skippy," has been assigned by Paramount to the direction of a forthcoming modernized version of "The Miracle Man."

WE MEET



C. C. BURR

We met C. C. Burr out at the Educational studios right in the middle of production on the fifth Torchy Comedy for Educational release.

He entered the flicker business via Vitagraph in the summer of 1912 by way of the laboratory, exercising his hobby for photography and at the same time moving into the business from scratch.

He later went with Paramount in the advertising department to exploit a series of South American travel pictures. He rose to the position of advertising manager and then to assistant general manager of distribution.

An opportunity to secure the "Torchy" series appearing in the Saturday Evening Post presented itself and with these stories he launched upon his career as a producer. He secured the services of Johnny Hines, young stage comedian, for this series and built him to a point of stardom. In this same series many of the later day stars appeared, some of them for the first time in pictures. Among them were Jacqueline Logan, Norma Shearer, Billie Dove, Dorothy Mackaill, Dolores Costello and Clara Bow.

Several years of successful production and distribution followed, resulting in a three-year contract as a producer for First National. At the conclusion of this contract, Burr organized a unit to produce additional two-reelers. His 1931-32 program includes a new series of Torchy comedies with Ray Cooke, placed under a long term contract. Four feature pictures with Johnny Hines are also scheduled, and he has been assigned the production of four melodramas for Monogram Pictures, the first of which is slated for early shooting.

Burr's motto is "believe it can be accomplished" and "it will be accomplished," a motto which has become a fact in his own particular case.

PHILLY UNIT-U. A. MIXUP

Organization Charges

Philadelphia Body Asks U. A. Retire as Distributing Organization; An Open Letter Follows:

AN OPEN LETTER TO THE UNITED ARTISTS CORP.

United Artists Corporation,
New York and Hollywood.
Gentlemen:

Once again you have shown your complete indifference to, and cold contempt for, the business ethics and fair trade practices dominating the relations between exhibitor and distributor.

Our specific complaint this time is that your company accepted a number of contracts and dates given you in good faith by exhibitors and that, instead of approving or rejoicing these contracts, you held them while you negotiated new deals with competitive theatres. At this writing there are exhibitors whose contracts you have held for four weeks or more without approval or rejection notice.

This action on your part is a practice strongly condemned by the entire industry. Its prohibition is incorporated in every film contract but your own and is a part of the code of selling ethics promulgated a couple of years ago by the Will Hays office.

More particularly, however, it is a violation of Rule Nine (Distributor's Resolution No. 11) adopted at the Better Trade Practice Conference sponsored by the Federal Trade Commission in New York, October 10th to 16th, 1927, which is binding on the industry as a whole. We have accordingly filed a formal complaint with the Federal Trade Commission with a demand that this practice be investigated by the Department of Justice.

Your course of conduct in this respect is in line with the policies and practices pursued by your company over the past ten years, which have worked incalculable damage to the industry and the relations between distributor and exhibitor. As a result of these policies and practices, you, as a distributing company, stand convicted before the bar of exhibitor opinion of being a distinct liability to the industry of which you are a part. Repeated attempts to induce you to alter these policies to conform to those of the rest of the industry having proved fruitless, we call upon you, for the good of the industry, voluntarily to retire as a distributing organization and to relieve the trade of the burden of your continued existence. We base our demand on the following indictment of your methods over the past number of years:

1. You, more than any other film company, are responsible for the prevailing high film rentals. Your policy, in the past, of "raiding" the other studios for stars with offers of greater returns brought about the staggering salaries now ruining the industry.

2. Just as you spread unrest in the studios of Hollywood so you have sown the seeds of discord in the distributing branch of the industry by your refusal to adjust oversold spots and your complete indifference to the legitimate complaints of the theatremen.

3. There is no economic justification for maintaining a national distributing system for the marketing of a dozen pictures. The distribution cost per picture thereby becomes an added burden which the exhibitor must pay in higher flat rentals or increased percentages.

4. Your pretensions to artistic superiority upon which all your "high hat" policies are based have been proved time and again to be a delusion and a sham. Your reputation, we feel, is just a hangover from the early days.

5. The heritage of hatred which your treatment of the exhibitors has won for you is a constant source of irritation withi n the industry, retarding the attempts to promote harmony and goodwill between exhibitor and distributor.

Our complaint is against United Artists Corporation as a distributing body and not against the individual producing units the members of which we believe have no knowledge of many of the conditions existing in your sales offices. We feel that the welfare of the industry as a whole as well of these individual units will best be served by disbanding the United Artists Corporation.

Barton Cast Complete

Hollywood — The cast is now complete for "Human Targets," new Buzz Barton Western produced by Big 4. Francis X. Bushman, Jr., and Pauline Parker have the romantic leads with Edmund Cobb, Franklyn Farnum, Ted Adams and Nancy Price in support.

Lichtman Denial

Lichtman Terms Attack "Ridiculous and Ill-tempered"; Outlines U. A. Position.

Lichtman makes a blanket denial of charges. His statement follows:

"If the ridiculous and ill-tempered statement issued by some of the moving spirit of the M.P.T.O. of Eastern Penna., So. N. J., and Delaware is an example of the harmonious and ethical basis on which those gentlemen would conduct the affairs of an industry then we are content to rest our case.

"The contents of the open letter issued by this organization is hardly worth the attention of intelligent exhibitors. But lest a small minority mistake our silence for indifference we wish to go on record emphatically in denying the charges listed.

"As a matter of fact, I have been authoritatively apprised that since the writing of the open letter a number of exhibitors who attended the meeting have openly expressed their total lack of sympathy with the action taken.

"To the first charge—that we have raided Hollywood studios for high-priced stars—all I can say is that United Artists Corporation is a distributing organization, and therefore has no contact with studios. We are merely agents of a number of producers, and at no time have we come into contact with any studio other than those of the producers we represent.

"This also answers charge No. 2, to the effect that we have caused unrest in Hollywood studios.

"Although we market a comparatively small number of pictures, United Artists is operating at a lower percentage cost than any other distributor in the world. With no exhibitor has the cost of distribution ever entered into a trade. Every exhibitor knows that the only basis of film rentals is the quality and drawing power of a picture, and if any one company has been a champion of this system it is United Artists, for we have repeated over and over again that we do business upon the 'Look Before You Book' policy. Furthermore, we have openly held ever since we have been established in business that we want every penny that the traffic can bear for our pictures, not one penny more and not one penny less. The only quarrel one can have with that policy is that, values being as intangible as they are, it has been difficult to find an exact figure, either upon a percentage basis or on an outright sale.

"Charge No. 4 we deny absolutely—that our artistic superiority is a pretense. We maintain that it is an actuality. We have delivered, in proportion to the number of pictures released in 12 years, a greater number of box-office and artistic successes than could have been selected from a like number of pictures obtainable elsewhere.

"Yes, we are proud of our past record, and we deny that it is a delusion and a sham. Who would not be proud of such pictures as 'The Gold Rush,' 'The Mark of Zorro,' 'Robin Hood,' 'Sorrell and Son,' 'Stella Dallas,' 'Son of the Sheik,' 'Way Down East,' 'The Thief of Bagdad,' 'The Three Musketeers,' 'My Best Girl,' and 'Little Annie Rooney?'

"We are equally proud that our producers have mastered the new art of the talking picture. We would like the Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, Inc., to deny their appreciation of such pictures as 'Coquette,' 'Alibi,' 'City Lights,' 'Hell's Angels,' 'Bulldog Drummond,' 'The Front Page,' 'Palmy Days,' 'Street Scene,' 'Whoopee' and 'Abraham Lincoln.'

"We deny that there is any hatred between exhibitors of the country and United Artists. We admit, of course, that there is a very active difference of opinion as to values, due to the lack of a standardization system of computing values of pictures. This system will obtain until someone smart enough finds one to regulate film rentals, that will work as automatically as a slot machine.

"I am afraid that the gentlemen responsible for the statement issued by the M. P. T. O. will find it difficult to separate their complaint against United Artists as against the producers, because the producers releasing through U. A. own the corporation and the sales policy and every other phase of its business has been set by them. Actually owning the business, they perhaps are best qualified to judge whether they should disband their business at the request of a few disgruntled gentlemen."

"And were we so bold as they in making suggestions, we would request the disbanding of the political organization which caused this open letter, an organization which can be of no value whatever if it continues to devote its time to such empty vaporings.

"We will continue to serve such exhibitors as care to buy our product under the very fair policy which has efficiently served the interests of the industry for 12 years."

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Frankenstein

Universal—67 Minutes

Cast: Colin Clive, Mae Clarke, Boris Karloff, John Boles, Dwight Frye, Frederick Kerr, Edward Van Sloan, Lionel Belmore. Directed by James Whale.

Once in a great while a truly remarkable screen production comes along that leaves its stamp of impression on our memory. Universal in producing "Frankenstein" has such a picture. From the standpoint of story, cast, direction and photography the picture is sure to rate with the greatest in picturedom. It is one of those weird and gruesome stories that brings shrieks and ejaculations from the feminine fans and sends a cold shiver up the spines of the sterner sex. It is familiar tale about a young scientist who creates a monster which overpowers him and despite his desperate efforts to tame it, the horrible creature escapes and becomes the terror of the countryside, attacking and killing any human who comes its way. Only by fire is it finally destroyed. Colin Clive as Frankenstein, the young scientist, and Boris Karloff as the monster are the chief characters audiences won't forget so easily because of their remarkable performances. Karloff evinces the possibilities of becoming a successor to Lon Chaney.

SELLING SEATS: Advertise this as a thrill shocker. Every star is a bet. Use large cut-outs of "The Monster" in your lobby. Arouse public curiosity by stating: "To have seen 'Frankenstein' is to wear a badge of courage."

Over the Hill

Fox—92 Minutes

Cast: Mae Marsh, James Dunn, Sally Eilers, James Kirkwood, Edward Crandall, Claire Maynard, Olin Howland, Eula Guy, Joan Peers and William Pawley. Directed by Henry King.

Fox has done an excellent job in reviving this old story which was so popular in the silent days when Pathe produced it in 1917 and Fox made it again in 1920. It still remains the powerful drama it was then. The theme never grows old, being the story of a mother's sacrifices for her children. It is so humanly portrayed with such heart-rending scenes that anyone who sits in the audience with a frozen face and doesn't shed a tear isn't human. Especially heart-rending are the scenes showing the mother reminiscing over her children in the various stages of growth and crying that they have left her all alone. James Dunn is the only one of the children who appreciates all she has done and returns to make life pleasant for her. Sally Eilers is the childhood sweetheart who waits for him. She and Dunn team nicely as sweethearts. Mae Marsh as the mother wins top honors. The remaining characters do their parts well as can be expected. The picture is good, wholesome entertainment and appropriate for children and Sunday showing.

SELLING SEATS: Just advertise this as clean, wholesome entertainment and as big as humanity itself. Feature James Dunn and Sally Eilers together again as sweethearts and the triumphant return of Mae Marsh. The title suggests many stunts.

The False Madonna

Paramount—70 Minutes

Kay Francis, William Boyd, Conway Tearle, John Breeden, Marjorie Gateson, Charles D. Brown, Almeda Fowler, Ed Lynch, May Wallace, Carrol Naish, Eric Wilton, Russ Clark, Kent Taylor, Lee Phelps, Budd Fine, Thomas Curran, William Arnold. Directed by Stuart Walker.

Taken from a recent Collier story, "The Heart Is Young," by May Edington, the screen version is intensely absorbing and offers plenty of dramatic opportunities for the stars. Kay Francis in the title role employs all of her sincerest capabilities. As a moll in a quartet of crooks Kay is persuaded by the leader, William Boyd, to take a dead woman's place as a mother who was on the way to visit a son she had not seen for 14 years. The son being rich, Boyd sees a big chance to fleece him of some of his wealth. Kay finds the son blind, so naive and fine that she at once develops a maternal instinct and simply can't go through with any crooked deal. Conway Tearle as the boy's business manager, is aware of the deception, but has learned to love her. After a week the boy dies happy believing his real mother has come back to him. This draws Tearle and Kay closer together.

SELLING SEATS: Have your copy appeal to mothers. Utilize the "Lady Raffles" angle by hiring someone to dress as a woman wearing a dark veil.

X Marks the Spot

Tiffany—70 Minutes

Cast: Lew Cody, Sally Blane, Wallace Ford, Fred Kohler, Mary Nolan, Charles Middleton, Virginia Lee Corbin, Helen Parish, Joyce Coad, Richard Tucker, Clarence Muse, Hank Mann, Murray Smith, Bradley Page, Jack Grey. Directed by Erle C. Kenton.

In our candid opinion "X Marks the Spot" is one of the best newspaper stories we have had the good fortune to see enacted on the screen. The picture is not only a box-office attraction but portrays newspaper life more realistically than other newspaper dramas we have seen. It has an enigmatic plot situation that will keep the audiences intensely interested. Lew Cody, Fred Kohler and Wallace Ford rise above a cast of more than competent players.

The story is plenty fast-moving, being about a young columnist of the Walter Winchell type who faces great odds when he is accused of a murder of a chorus girl the day after she had threatened to sue his newspaper for libel. The murderer happens to be the crook who had loaned him $5,000 years before to save his sister from being a cripple for life. The managing editor has a hunch that he is shielding someone and with the aid of the police traps the murderer. But the picture doesn't end right there. The story is given a new twist when the murderer draws out a gun in the courtroom, fires, killing an innocent juryman and shoots it out in the next room with the columnist whom he believes turned "squealer."

Talk about plenty of melodrama! The climax of this picture is filled with it. You can put a big X on this picture as one you want to be sure to play.

SELLING SEATS: The title offers plenty of exploitation possibilities and tie-ups with newspapers.

SHORT SUBJECTS

Taxi Troubles

Educational—19 Minutes

Mostly hokum comedy but will get the laughs. Andy Clyde as a taxi driver just cannot keep those funny whiskers of his out of trouble. First he has a collision with a police car and by coming home late his mother-in-law throws the dishes and anything she can lay her hands on, at him. Every time when he is trying to be courteous to a sweet young lady along comes his wife and "old battle-axe herself." A notorious gunman tries to take Andy for a ride when he finds him with his wife. Then the police and his family give chase. And what they don't do in the midst of traffic! The scenes are plenty breath-taking.

Hollywood Halfbacks

Universal—19 Minutes

This one should go over anywhere. It has a cast of 30 well-known players headed by Johnny Harron. Others in the cast are popular screen favorites including Priscilla Dean, Mary Brian, Marjorie White, Bryant Washburn, Johnny Mack Brown and Franklin Pangborn. The football scenes are thrilling and at times even get hilarious when the actors form a team and challenge the local firemen to a game.

Guests Wanted

RKO-Pathe—18 Minutes

Benny Rubin is a "wow" in this one as a vaudeville actor who inherits a hotel out in California. Some hilarious situations develop when he takes all his ham actor friends along to fill the posts of bell boys, chef, waiters and down the line. In order to stimulate more business Benny advertises that his uncle had hidden a fortune in the hotel. There is a riot when the guests swarm in and tear down the hotel trying to locate the treasure. The entire comedy is filled with plenty of laughs.

Hot News Margie

Vitaphone—7 Minutes

Marjorie Beebe as a tabloid sob sister makes this a breezy little comedy move along in a most amusing manner. Out to get an intimate story on a football star she disguises herself as a player in order to make her way into the field. How she is knocked around is plenty funny. But she manages to continue her interviewing as she and the football hero are taken to the hospital in an ambulance. It annoys the hero so much that he socks her for a ten-count.

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Fox Licensed to Employ Meyer Tube

License for the use of the E. M. Meyer ultra violet ray light source and system has been let to Fox Film Corp., according to P. A. Powers, who controls Meyer Tube, Inc., which in turn holds the patent rights.

Powers said that license on the tube also is being considered by the Continental Television Company. The tube is adaptable to television recording.

Under the terms of the license Fox has the right to use the tube for all production work. It will be used for Hearst Metrotone News as soon as it is adaptable to portable equipment, the announcement states.

RELATIONS AWARD

Westinghouse Wins B. C. Forbes Prize

The Industrial Relations Program evolved in more than 40 years' corporate existence of the Westinghouse Electric and Manufacturing Company, was designated one of the nation's best and presented a capital award in a contest recently conducted by B. C. Forbes.

A prize of $200 was included in the award and presented to W. G. Marshall, in charge of Employe Relations. Marshall immediately gave the check to the Westinghouse cooperative committee for emergency relief.

The Forbes contest, conducted to determine the best Industrial Relation Plans, was entered by 380 companies in the United States. Judges of the contest were Dr. Magnus W. Alexander, president, National Industrial Conference Board; Henry Bruere, president, Bowery Savings Bank of New York; Dr. Julius Klein, assistant secretary of commerce; Sam A. Lewisohn, chairman of the board, American Management Association; and B. C. Forbes, editor of Forbes Magazine.

Racon Improvements

Improvements, designed to give more powerful and better response as well as increasing efficiency, are announced by Racon Electric Company of New York. A reduction in process on the company's complete line has been announced.

WIRED FOR SOUND

71 Theatres Operated by Army M. P. Service

All theatres operated by the U. S. Army Motion Picture Service are wired for sound, according to advices from Washington. Civilian director of activities of the seventy-one houses in posts, camps and stations throughout the country is R. B. Murray. Major J. J. Teter is officer in charge.

The theatres are divided into five territories each with a branch manager, as follows: New York, Thomas H. Martell, manager, 16 houses; Potomac (Washington), Fred Bund, Jr., 18; St. Louis, M. W. Smith, 17; Dallas, W. E. Crist, 15; Seattle, T. G. Kemper, 5.

UNBREAKABLE DISC

American Record Corp. Develops New Product

American Record Corp. plans to introduce an unbreakable record on 33-1/3 rpm, 10-inch disc for use by theatres as exit marches, overtures and when silent pictures are run.

Fourteen recordings are now listed by American Record, including four of Lew White at the organ, four of Sam Lanin's Orchestra, three of Vic Irwin's Orchestra and two of Roy Smeck, wizard of the strings. The company expects to release from 10 to 14 recordings a month. Chas. S. Goetz will handle distribution of the theatre records.

42 British ERPI's

According to a survey recently concluded by the Western Electric sales department in Great Britain, there are 42 towns in the British Isles where only Western Electric equipment is in use.

NEW LINEN PLAN

N. Y. Company Launches Premium Deal

A linen giveaway plan, which covers a period of 24 weeks and is said to be meeting with success, is offered by the Linen Sales Company of New York.

The plan consists of a seven-piece dining room set, six-piece bedroom set, three-piece vanity set, two fancy pillow cases, four fancy guest show towels and a five-piece bridge set. All the pieces are said to be made of Belgium linen trimmed in Cluny lace that match in color and design.

W. E. in Army Home

Two Western Electric sound system installations will furnish talking picture entertainment for inmates of the National Military Home at Washington, D. C., as the result of contracts signed recently, according to C. W. Bunn, general sales manager of Electrical Research Products.

In The Decorative Manner



WARNER BROS.' new Western Theatre on Wilshire Boulevard, Los Angeles, presents a lobby in the modern decorative manner. The carpet, which harmonizes so well with the general decorations, is a specially-designed Mohawk Glenburn Wilton, supplied through Continental Theatre Accessories, Inc.

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

"Star Appearances" Via 'Phone is Wow

A NOVEL stunt was put over at the Publix-Dubinsky Newman Theatre in Kansas City when "personal appearances" of the stars in "Over the Hill" were made via the telephone wires.

A hookup between Hollywood and the projection booth was arranged, the sound being amplified over the Western Electric system and broadcast into the auditorium by the public address system behind the screen.

Seated at a desk on the stage, John C. Moffitt, film critic of the Kansas City Star, opened the conversation, and interviewed Sally Eilers, Mae Marsh and James Dunn, the stars of the Fox picture. Warner Baxter was telephonic "master of ceremonies" and introduced the players.

While the stunt was chiefly an experiment and the voices from the West Coast not very distinct, the audience seemed to enjoy the performance hugely, and it showed what can be done with tie-ups of this sort when the voice reproduction and amplification is carefully worked out beforehand.

The "personal appearances" were advertised in advance and helped draw a capacity audience. Ed Dubinsky, president of Publix-Dubinsky Bros. Theatres, introduced the stunt, calling it an "experiment."

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

A Service Medium

THE Columbia Showman, house organ for Columbia Pictures Corporation, is dress. It is prepared as a service medium for exhibitors who play Columbia pictures, furnishing them with an abundance of material and ideas for exploitation and should prove a real sales help to aggressive showmen. Bert Ennis, director of advertising and publicity, supervised the production of the publication, which is edited by George Gray. Frank Spicker is art editor.

Mfg. Exhibit Real Interest Provoker

THE real exploitation stunt is one that can be worked in many cities. Such a stunt has been evolved by John J. Scanlon, manager of the Warner Theatre, Torrington, Conn., for it can be effectively carried out in every small manufacturing city throughout the country. The larger the number of industries carried on in a city the more successful the stunt is bound to be.

It was Scanlon's idea to get up a small industrial exposition for the Warner Theatre lobby each week. He, therefore, broached his plan to the manufacturers in Torrington and all of them became enthusiastic over it. Each week Scanlon exhibits in the theatre the products of one of the Torrington factories. His opening exhibit was of electrical appliances made in the town. In return for the display the manufacturers donate one or more articles made by them.

The stunt has proved to be an extremely good one for the theatre and one in which the local people are taking a great deal of pride. It is felt to be a good advertisement for the city and equally good for the business men. Scanlon says that he is going to surprise some of the people of Torrington by showing them just how varied are the articles made.

Cleveland Library Tie-up a Corker

FRANK PHELPS reports the Cleveland Public Library ready and willing to cooperate on publicizing the coming of "Alexander Hamilton."

These four photos show how the library spread displays all over. In the circle is one of the bulletin boards at the main branch.



BELOW, left, one of the still displays in the reading room, to the right another bulletin board and bottom left, one of the windows on the street right at the main entrance.

The library also gave out to all comers an "Alexander Hamilton" book mark. This carried copy of the picture on one side and, on the other, was listed a selection of works based on Hamilton and his times.

COURTESY WARNER THEATRES "CARRY ON"

OF·BY·AND·FOR·THE

Motion Picture Industry

A complete, competent advertising, art and publicity service that plugs a gap or gives you its creative ability one hundred per cent.

ART, LAYOUT AND COPY

A staff of artists who are specialists in motion picture illustration assure you of A-1 work. Complete campaigns, roughs for posters, or any phase of layout or finished design will be handled to your satisfaction. Advertising copy is part of our service. Often art and copy are so closely allied in their creative aspects that they are inseparable.

TRADE PAPER ADVERTISING

You've got to tell 'em to sell 'em. A thorough knowledge of distribution enables us to present your product to the nation's exhibitors effectively and forcefully through the vital medium of the trade press advertising pages.

PRESSBOOKS?

Pass the buck to us

Give us the stills and a synopsis and we'll deliver a book that is accurate, practical and embodying all the elements of good showmanship.

CLIENTS BENEFIT FROM A RELIABLE, WELL-KNIT ORGANIZATION OF EXPERTS FOR WHICH THEY PAY ONLY AS THEY GO

Out of the new era has come one of the most unique services in this ever-shifting industry. Our creators of advertising, art and publicity are functioning smoothly and efficiently as an independent unit that is at the call of any company or individual. And when such service is needed—without worry and overhead and headaches when you would call time out. Send us in for one play. Keep us in harness for the duration of your special campaign or as your permanent department. No matter which it may be, you'll have a team geared to the spirit of your task, capable of crashing on to your goal. Costs in keeping with the new era. Fresh, vigorous sales slants applied to your merchandising.

FROM SOUP TO NUTS

We'll take care of the idea, the illustration, the copy, the type, the cuts—all the way or any part of it. We'll follow your direct instructions or work your entire campaign. We'll do the legwork or the headwork. Clear your desk and we'll decorate it with a first-line job—Johnny on the spot as to deadline and Jake as to technique and originality.

YOU GET THE AGGREGATE OF OUR EXPERIENCE

Several among our personnel have held executive jobs with the major motion picture companies. Others have been runners-up. Most have had an unusual background, travel, training, color and all that stuff. Thrown together by the depression, the members of this Company have stuck, added to their experience, applied their background to the new era. Clients derive the benefit of the organization in its entirety, showmanship proven by the Company's output of trade ads, pressbooks, sales letters, etc., etc.

MAN POWER THAT ROLLS ITS OWN

George W. Harvey
Herbert Jaediker
John Level
William Grotz
Guy Fowler
Charles Friedlander
Oakleigh Reynolds
George Lane
Robert Smart
A. A. (Wally) Wallgren

EXPLOITATION COUNSEL

We'll sit in

The right sales angle often determines the full measure of success of a picture at the box-office. We'll be glad to sit in at your conference or screening.

GENERAL PUBLICITY

Written—Mailed

Our complete service includes writing and mailing. The roto, newspaper, trade, fan magazine list that you may not have available is no doubt neatly filed at our offices. Say where, and when, and we'll take care of the details.

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No Alternate Plan for RKO, Says Brown

Despite the talk of alternative plans being offered, none have been submitted, nor is there any definite indication that one will come forth, according to a statement by Hiram S. Brown, president of RKO. Meanwhile, many stockholders are jeopardizing their interests by holding back on proxies, he stated.

Brown's statement follows:

"RCA's offer to assist the company by underwriting the proposed new debentures and stock is conditioned upon the approval of the plan by stockholders, and if such approval is not obtained the only source from which the company can expect the financial assistance necessary to preserve its existence will be lost.

"It has been called to my attention that more than one-half the total shares of the outstanding stock is standing in the names of brokerage houses which, on account of the requirement of the New York Stock Exchange that they procure the consent of the owner before giving a proxy, are unable to give a proxy because of their inability to communicate with the actual owner of the stock."

Regarding production, Brown said: "We have had bad pictures. For that we can be seriously criticized. Had we had better productions, our grosses would have been higher. Now we have taken all the safeguards possible to bring about satisfactory results. We have brought the two studios together and have reduced production costs and improved studio conditions at the same time. It hasn't been the purchase of theatres that has dragged us down. Proctor, Interstate, Libson and Pantages circuits have contributed to our theatre expansion program which has shown earnings in operation.

"My total income from RKO for the past three years has averaged less than $90,000 a year, including a bonus of 8,000 shares. Our treasurer receives less than $20,000 a year including bonus.

"Radio will not make as many pictures in the future as have been made by Radio and Pathe combined. David O. Selznick, who is in charge of studio administration, will have all productions made on the Radio lot, using the Pathe studio for several departments and the making of sets.

"I do not claim to be a showman. It was my job to put showmen in charge. Maybe I didn't select carefully or wisely. David Selznick and William Le Baron, both of whom receive larger salaries than I, will turn out a fine grade of pictures under the new arrangement. We also have Charles R. Rogers."

RKO's theatre department will show a profit this year, but this net will be wiped out by the picture division, Brown said. Combining the RKO and Pathe trademarks at this time is considered unwise, he added.

Television Afar

(Continued from page 9)

teenth the reliable service area covered. There is no feasible way of sending television programs of the sort that are likely to hold public interest over existing telephone wires as is now done in national radio broadcasting through affiliated network stations. Until some practical way to use wire transmission is put into effect, therefore, the area to be covered through broadcasting any program from one studio is considerably reduced and the number of receiving sets reached, which is the vital economic factor for consideration by advertisers and others who produce and pay for the programs, is minimized."

Allied Convention

(Continued from page 9)

launched on protection from so many angles that we may expect judicial determination on many important phases of this subject before the lapse of many months. The propositions sought to be vindicated are:

"(a) That protection agreed to and put in effect by competing companies, like a price agreement, is illegal per se, regardless of whether such protection is reasonable.

"(b) That inter-city protection never can be legal for the reason that it does not have for its purpose the 'protection' of the theatre in whose favor it is given, but is designed to enable that theatre to draw unfairly from the theatre on which it is imposed.

"(c) That intra-city protection is unreasonable when it extends beyond the close of the preceding run.

"It is confidently predicted that protection imposed by the distributors in the interest of the chains, and without consulting or respecting the rights of the independent exhibitors, will be outlawed as completely as the former system of compulsory arbitration."

Senators Brookhart, King, Dill and Trammell are commended for their work in preventing the passage of the "so-called Vestal Bill without amendments that would protect the theatre owners in the matter of the music tax and unfair tactics of the Copyright Protection Bureau."

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

BARGAINS in new and used theatre equipment of all kinds, sound on film and disc. Tubes, new, 20 per cent off list; X-Cell photo cells unconditionally guaranteed for one year, $25 each. Motors, blowers, projection machines and seats. Cash must accompany order. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. xc12-8(4)

MELLAPHONE sound-on-disc; in operation now; guaranteed; complete $100. Majestic Theatre, Fostoria, Ohio. 12-8

TWO SIMPLEX heads and Peerless lamps, excellent condition. P. O. Box 212, Nashville, Tenn. 12-8

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

PROJECTIONIST—Non-union; experienced sound-on-film; A-1 local references; desires permanent position S. F. Bay Region. 2315 Greenwich St., San Francisco, Cal. Fillmore 7747. 12-8

OPERATOR-SOUND ELECTRICIAN 12 years wants job. Walter Ingalls, New Hampton, Iowa. 12-8

THEATRES FOR SALE

PAYING THEATRES for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Bldg., Chicago. 12-8

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

ONLY SHOW building in good small oilfield town. Rent cheap. M. D. Butler, Oilton, Okla. x12-1

THEATRE LEASE for sale — Location Valdosta, Ga.; 1100 seats; 1500 population; Western Electric equipment. Now operating at a profit, same average B. O. receipts five months' period. Will net $500 annually as is with excellent chances for increase with local ownership. I must dispose of this lease by January 1. $2500 cash payment will handle. Ben Stein, 1409 Lynch Bldg., Jacksonville, Fla. 12-8

THEATRES WANTED

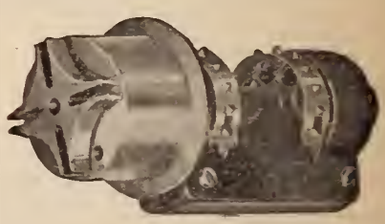
CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

TECHNICOLOR MOVES

Production to be Centered in Hollywood

Technicolor has transferred all activities from Boston to its Hollywood laboratories, according to Dr. Herbert T. Kalmus, president and general manager. Heretofore most of the Technicolor release prints have been manufactured in Boston.

This move, which consolidates all Technicolor work — photography, printing of rushes and release prints, as well as research—in the capital of the motion picture industry, means an economy of time in production that is important to the industry, Dr. Kalmus pointed out.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

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ISSUE ASSOCIATED PUBLICATIONS

OUT DECEMBER 22

FORMS CLOSE DECEMBER 18

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FOR ASSURED RESULTS

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ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

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Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS' FORUM

Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

ASSOCIATED PUBLICATIONS, Inc.

BEN SHLYEN, President and Publisher

NEW YORK OFFICE: 551 Fifth Ave.—Phone: MUrray Hill 2-10191

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IN ADVERTISING THERE IS NO SUBSTITUTE FOR GOOD RESULTS



Great laughs from good old Charlie.



Good story; good cast; drama charged with suspense and emotion.



Can a vacation from matrimony restore a wrecked marriage?

"HUSBAND'S HOLIDAY"

CLIVE BROOK

CHARLIE RUGGLES

VIVIENNE OSBORNE

JULIETTE COMPTON

HARRY BANNISTER

Aware of another woman in her husband's life, should a wife give him a matrimonial vacation? Here's the answer; so real it might happen in your own home! A drama that packs a vital, heart-warming appeal for all audiences. From a play by Ernest Pascal.



PARAMOUNT

DEC. 15, 1931
VOLUME VIII NUMBER 14

MOTION PICTURE TIMES



NEW YEAR BRINGS STAGE SHOWS BACK TO PUBLIX.

E. V. RICHARDS REPORTED NEGOTIATING FOR CIRCUIT TOWNS IN TEXAS

R. E. GRIFFITH BUILDING CIRCUIT IN NEW MEXICO

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE

Names enough to sell four pictures!

[Be sure to sell them to your customers]

JANET **GAYNOR**

for all who love young love—which lets the whole world in

CHARLES **FARRELL**

whoever likes Gaynor likes Gaynor and Farrell twice as much

GEORGE **Gershwin**

America's greatest living composer . . . sure-fire name for class trade

EL **Brendel**

everybody likes to laugh...and how he makes them do it

RAUL **Roulien**

not a name yet . . . but wait till this picture has run its course!

DAVID **Butler**

gave you "Sunny Side Up", "Connecticut Yankee" . . . what a guarantee!

Story by Guy Bolton . . . Lyrics by Ira Gershwin

DELICIOUS

is the only word for it!

A FOX PICTURE

FOX FOR PROFITS

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

H-F Disbanding, Rumor

Robb & Rowley Circuit May Revert to Former Owners; Rowley and Associates On Top.

A startling rumor reached Dallas Tuesday to the effect that Hughes-Franklin theatres are disbanding and that recently-acquired theatre circuits would revert back to former owners.

The old Robb & Rowley circuit looms under the persisting rumor, but one thing is almost certain, in that the former head man, H. B. Robb, retired from the theatre game in full, will have nothing to do with the R. & R. houses in case they revert back. He's out of the game with plenty of cash and tangible assets and does not choose to re-enter the business, his friends say.

E. H. Rowley, original partner of Robb and at the present time southwestern manager of Hughes-Franklin, is said to be willing to again take over the R. & R. holdings in case they are turned back, along with former associates, including W. G. Underwood. These men will be close to a million dollars to the good in case the houses are returned, it is claimed. D. Bernbaum, former R. & R. financier, of course will figure heavily in the revision of Hughes-Franklin theatres in the southwest, in case such a shake-up takes place, which appears imminent, according to authoritative persons.

Harold B. Franklin, head of the chain which bears his name, is through with the line-up and is now directing certain United Artists and Paramount theatres on the west coast, it is said. Howard Hughes, Houston millionaire, is all tied up and interested in multicolor; therefore the rumor is persistent that the H-F theatres will not exist much longer in their present status.

Wallace Walthall of National Screen Service reports business very brisk on Christmas and New Years trailers.

Richards Planning Texas Circuit?

Reports Contend Publix Official May Take Back Dent & Saenger Houses From Publix.

Although no one in Dallas is prepared to confirm or deny the rumor, report is that this division of Publix will free itself of some or all of the Dent theatres and some or all of the Saenger chain which only a few months ago was bottled up into one booking combination under the generalship of Sam Katz soon after he became national director of the Publix chain.

Richards, a high Publix official, will either take over a number of towns in his own right or in behalf of the original Saenger Amusement Company, of which he also was head man.

(Continued on page 9)

Return of Stage

Shows by Publix in the Southwest Announced; Fanchon - Marco Route Mapped.

Stage shows are practically assured in Publix Theatres of the Southwest starting January 1, according to an announcement by John J. Friedl division manager, who admitted that a flesh and blood policy had practically been adopted.

Publix says that a satisfactory agreement between stage hands and managers is all that is in the way, but it is more commonly believed that "Frankenstein," which

(Continued on page 8)

GRIFFITH EXPANDS

Plans Circuit of Houses in New Mexico

A circuit of representative towns in New Mexico and adjacent territory is the goal of R. E. Griffith, an individual theatre operator in his own right but also still an important factor in the Griffith Amusement Company, of Oklahoma City.

Both Mr. and Mrs. Griffith, and son R. E. Griffith, Jr., were in Dallas last week visiting friends before returning to their home in Denver, headquarters for the new circuit.

The R. E. Griffith towns in New Mexico include Roswell, Gallup, New Hobbs, Clovis, Carlsbad and one or two others.

The New Mexico chain is said to be separate and apart from any other Griffith affiliation.

Another Webster Job

R. Z. Glass of Public Address Service Co. made installation Sunday of X-Cell - Mellaphone sound on film equipment with Webster A. C. amplification in the Victor Theatre at Van, Texas, owned by S. G. Fry. This makes a total of twenty-five installations of X-Cell equipment in this territory.

New A. C. Amplifier

The A. C. Masterpack Company of Duncan, Okla., announces a new A. C. Amplifier being manufactured and ready for marketing to the theatre trade. This unit is said to eliminate completely all batteries, head amplifier and fader. Descriptive bulletin will be sent upon request.

Superlatives

By G. LESTER SOUTHWELL in New England Film News

WHILE riding in town the other night on a street car a mixed group of young folks were sitting near us discussing what picture show they were going to attend and using a daily paper as a guide to what was currently playing at the local houses.

Suddenly one young lady excitedly spoke up and said, "Gee, this one sound great," and read off a highly enthusiastic description of the picture as exploited by the newspaper advertisement. She had no more than finished when one of the group spoke up and said, "Don't pay any attention to that bunk. If the picture was any good they would not have to use all those adjectives to describe it," and continued with, "If you would only notice it is only the poor pictures that they boost by heavy advertising, the good pictures advertise themselves by people talking about them to one another." As further proof she mentioned a current picture that a friend had advised her to see. And so they unanimously decided to go to that theatre.

We were much interested in the discussion and made

(Continued on page 8)

More Mud in Philly Unit--U. A. Battle

Editor's Note—The "moving spirits" of the M. P. T. O. of Eastern Penn. So. N. J., and Delaware have replied to Al Lichman's statement in answer to a request by the Philadalphia body that United Artists retire from business. While MOTION PICTURE TIMES believes that the trade press is no place for the slinging of mud, it reprints the following letter as a mater of record):

Mr. Al Lichtman,
Vice-Pres. and Gen. Mgr.,
United Artists Corporation,
New York City.
Dear Sir:

It is not the practice of this organization to engage in verbal tilts in the trade press. Your reply to our open letter of protest against your company's sales policies, however, is so shot through with inaccuracies and mis-statements, probably obtained by you second-hand, that we feel sure that, in the interest of accuracy and truth, you, as an executive of considerable reputation in the trade, will want these corrected.

There were present at the November 27 meeting of the board of managers of this organization sixteen of its nineteen members. Among these you will find the names of some of the most representative and most conservative exhibitors in the territory—men whom you know personally to enjoy the highest reputation of honesty and fairness. The vote to issue the protest letter calling upon United Artists Corporation to quit the distribution field was UNANIMOUS — without a single dissenting voice and followed one of the bitterest denunciations of any distributing company ever heard upon the floor of an exhibitor meeting. So much for that.

The frantic attempts of your local representative to "reach" several members of our organization, both prior to and after the meeting, with tempting bait in the form of ridiculous rentals as a price for their silence, we are happy to say proved futile, the fish taking the bait but leaving the hook. One member of our organizaiton received an approved contract for "Palmy Days" for a rental equivalent to approximately one-fourth of the price for which his contract had been previously rejected. If some of these prices are ever revealed, they will make those exhibitors who are paying 40 per cent and 50 per cent for

(Continued on page 9)

WE BUY AND SELL USED SIMPLEX PROJECTORS

COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service

HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

The theatre owner who operates a comfortably cool house is almost always more successful than some of his fellow exhibitors who treat the matter of cooling lightly.

Buffalo Air Washers
and Distributing Units
BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas

Ranking High in the Replacement of Other Equipments

UNIVERSAL SOUND ON-FILM

UNIVERSAL Sound Heads have been put to the acid test by some of the best operated and most successful theatres in the Southwest.

UNIVERSAL is meeting every requirement in big towns where competitive theatres are using the high-priced equipment.

With All A. C. OPERADIO Amplification

OPERADIO
All A. C. Amplification
makes UNIVERSAL Equipment a still greater success in hundreds of theatres.
OPERADIO can be added to any sound-on-film for better results.
HERBER BROS. & WOLF
Distributors DALLAS

"Fair Treatment and Adequate Service Always"

THE PHOTO-TALKER CO.

313 S. Harwood St. B.G. HERBER, Mgr. DALLAS, TEXAS

15 reasons why 9002 users are completely satisfied with Western Electric Sound

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Specifications	*Rigid*
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Distribution	*World-wide*
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Reproduction	*Faithful*
Performance	*Dependable*
Inspection	*Exacting*
Service	*Expert*
Advice	*Specialized*
Prestige	*Unparalleled*
Permanence	*Assured*

You'll find Western Electric a profitable investment

Western Electric SOUND SYSTEM — THE VOICE OF ACTION

Northern Electric in Canada

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250 West 57th Street, New York

THE PUBLISHER'S PAGE

Again Taxation

TWO weeks ago we warned of the strong possibility of a Federal tax on theatre admissions. Today the proposal of such a tax to be voted upon by the Congress is a reality. And, as we also warned, further taxation by the various states of the Union, will likely follow. During the last legislative sessions in assemblies throughout the country there were many state tax measures aimed against the motion picture industry—nuisance admission taxes. Fortunately most of them were defeated but they will be proposed again this year. For example, witness the 20 per cent admission tax proposal that, as this is being written, is being brought before the legislature of the State of Tennessee.

WITH the Federal tax plan made by Secretary of the Treasury Mellon and recommended by President Hoover defeat of the proposal is not going to be so easy. Assessment of a tax on admissions as low as ten cents is taking in all of the motion picture theatres, the small ones as well as the big ones. Even during the war admissions of ten cents were exempt from the war tax as were child admission tickets. But that's not the point. The point is that the vast majority of theatres, particularly many of the smaller situations are in no condition to absorb any additional burdens or be forced to pass a tax on to their patrons in the face of a cycle of lower price demands.

WITHIN this industry there are several trade journals that make a strong feature of dollar figures, giving weekly receipts (largely computed by guess) of some 200 or more theatres. This information, if gotten into the hands of legislators, can be wrongfully used as was the case several months ago when a legislator in the State of Georgia boldly displayed a copy of a trade publication that published box-office figures and used it as proof that this industry was very prosperous and could afford the taxation he was endeavoring to put through against it. That should have been a lesson that the dollar publicity that has been rife in this industry can have a very harmful result.

NO doubt a concerted effort will be made by the Hays organization together with leaders of the national exhibitor associations to defend the industry from the Mellon admission tax proposal. They will need the co-operation of every exhibitor all the way down the line. For their own interests exhibitors should be ready and not delay to carry forward any effort they are called upon to make. Just remember—if the Federal tax bill is enacted it will not only put many small theatres out of business but it will remain as a heavy drain on the industry for several years. It's a most serious matter for thorough consideration and for a strong defensive action.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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Monopoly Charges Filed

OPPOSITION TO FEDERAL TAX

Revise Express Rates

HI-LITES IN THE WEEK'S NEWS

New York—More sincerity on the part of players in portraying their roles would enhance the value of pictures, according to Harry M. Warner. The Warner president declared that all parts must be completely played. No longer can players succeed by posing before the camera.

New York — Laugh programs are important in the opinion of Felix F. Feist. "Build up laugh programs," is his suggestion for combatting a slump at the box-office.

Hollywood—Gus Barth has been named sales manager of the Pomeroy Company, which is doing special photographic and recording work. Charles Davis has joined the sales staff under Barth.

Hollywood—Eleven big features will be in various stages of work by February 1 at the combined Radio-Pathe studios, according to David O. Selznick.

Hollywood—A defense of production costs has been made by Samuel Goldwyn in answer to critics of Hollywood studios and their activities.

New York—Warner Bros. has issued a complete denial of charges of insolvency made by Jules Endler of Passiac, N. J., in a petition for the appointment of a receiver for the company, filed in Wilmington.

Gervers Aids Ennis

New York—Ralph Gervers, associated with Columbia since last spring, has been named assistant director of exploitation of the company, under the supervision of Bert Ennis, director of advertising, publicity and exploitation. Gervers, who will make his headquarters in New York, will also be in charge of the field men, and handle the exploitation on the New York openings, in addition to the national exploitation campaigns of the company.

Railway Express Agency Joins Southeastern in Downward Revision for Ten Southern Points.

Atlanta—Following almost two years of ceaseless campaigning by J. H. Butner, local educational manager, the Hays organization, Southeastern Theatre Owners' Association and other film industry groups, substantial reductions in return shipments of films to exchanges have been secured.

Railway Express Agency, Inc., has joined the Southeastern Express Company in reducing express rates to film exchanges in Atlanta, Baltimore, Charlotte, Cincinnati, Jacksonville, Louisville, Memphis, New Orleans, St. Louis and Washington. The reduction is 50 per cent of the former rate, provided the film is shipped both ways on one company's lines, and is effective January 5.

(Continued on page 18)

Develops in Congress As Democrats Prepare to Submit Own Program; Hit Dimers.

Washington—Secretary Mellon's recommendation that a tax on theatre admissions of more than ten cents be levied is understood to be encountering increasing opposition in congressional circles here. The democratic majority in the House of Representatives, from which all revenue-producing proposals must originate, is said to be planning its own legislative program. Meetings are to be held this week to discuss the situation and develop new ideas.

Opposition to any form of "nuisance" tax is foreseen. Also critized is the proposal to tax admissions from ten cents up. General opinion holds that the cheaper types of amusement cannot now bear such taxes.

BIG CHRISTMAS ISSUE

Out December 22

Elliott Succeeds Canavan as Head

New York—William C. Elliott, formerly vice-president of the I. A. T. S. E. and M. P. O., has been elected president, succeeding William F. Canavan, resigned. Canavan's resignation was offered following failure of unions throughout the country to approve his 36-week salary reduction plan.

Elliott was elected by the executive board of the union. John P. Nick of St. Paul, third vice-president, succeeds him as first vice-president. Status of William P. Covert of Toronto, second vice-resident, remains unchanged. William J. Harrer of Philadelphia, who has been fourth vice-president, advances to the post of third vice-president. Joseph C. Campbell of Oklahoma City, fifth vice-president, becomes fourth vice-president, and William T. Madigan of Minneapolis moves from the sixth to fifth vice-presidency. Floyd M. Billingsley of San Francisco seventh vice-president is made sixth vice-president. A new seventh vice-president will be elected by the executive board at a later date.

APPROVE RKO REFINANCING

New York—Radio-Keith-Orpheum's refinancing plan was approved by stockholders after three days' adjournment. Under the terms of the plan, RCA will underwrite the new issue of stock in six per cent debentures, totaling $11,600,000.

Hiram S. Brown, president of RKO, expressed gratification over the adoption of the plan, stating that RKO is now afforded an opportunity to resume its business with reasonable hope of profitable operations.

Cleveland Exhibitors Seek to Smash MPPDA "Combine"; Charge Conspiracy.

(Special to Associated Pub.)
By ELSIE LOEB

Cleveland — Charging that the Motion Picture Producers of America, under the leadership of Will Hays, have formed a combine and monopoly in violation of the Sherman anti-trust law, Cleveland Motion Picture Exhibitors' Association has filed an injunction suit in Federal Court to smash the alleged combine.

The association consists of 46 independent Cleveland exhibitors owning and operating about 80 Cleveland motion picture houses. Exhibitors charge they are being forced out of business.

Suit was filed by Attorney Samuel Horwitz of the firm of Stanley, Horwitz and Kiefer. Associated with him are Joe B. Keifer and Paul R. Harmel.

Suit asks that the "monopoly and conspiracy in restraint of trade be declared illegal and that the combination or trust be dissolved."

Violation of the Sherman act is punishable by fine or imprisonment.

The petition contends that defendants control 98 per cent of production and distribution in the United States and by reason of concerted and discriminatory practices are enabled to suppress competition and injure independent exhibitors not affiliated with defendants.

The suit charges exhibitors are compelled to sign uniform contracts, terms of which work to their disadvantage, and that since these contracts are uniformly employed by all the defendants, exhibitors are denied a "free, untrammeled and open market."

Because of their almost absolute control of the motion picture production, it is charged defendant producers are in position to

(Continued on page 18)

Publix Buys Vitas.

New York—Arrangements have been made for the showing of Vitaphone Short Subjects in all Publix theatres. The number of Publix theatres involved in the deal covering Vitaphone Shorts, approximates 1,000 and takes in the following territories: Boston, New Haven, New York, New Jersey, Charlotte, Atlanta, New Orleans, Memphis, Dallas, Los Angeles, St. Louis. Omaha, Minneapolis, Des Moines, Indianapolis, Chicago, Cleveland Buffalo.

ALONG FILM ROW

These holiday subjects of real cheer and good will with exquisite music, unexampled beauty, atmospherically and artisticially prepared, with perfect background of inspirational choral singing, make a superb Christmas Greeting to the theatre patrons, also a happy New Years greeting of real sincerity—says Walthall.

* * *

R. M. Clark of Oklahoma City, director of theatre operations in the Griffith circuit, and Fred Jackson, manager of the Yale Theatre at Cleburne, Texas, also Jack Pickens of the Rio Theatre, Corpus Christi, Texas, were the guests of Wallace Walthall during the Theatre Owners Protective Association convention recently.

* * *

Messrs. H. H. Cluck and O. A. Engelbrecht were also pleasant visitors to National Screen Service office, submitting bookings for trailer service.

* * *

Herman Robbins, president, and W. P. Garyn, general executive of National Screen Service, were visitors to the Dallas branch for two days last week.

* * *

R. P. O'Donnell, division director of theatres for Publix, and Gaston Dureau, head of the booking department for Publix, are in Dallas this week conferring with the executive heads of Publix theatres with general offices in the Melba Bldg.

H. A. Daniels has purchased the Texas Theatre at Seguin, Texas, and Buck Weaver has been appointed manager.

* * *

Gradwell Sears, division manager for Warner Brothers, and Ed L. Alperson, general sales manager of Warner Brothers, were in Dallas the first part of this week making a tour of their exchanges.

* * *

John Davis, formerly of Memphis, Tenn., where he represented National Screen Service, is visiting in Dallas this week.

* * *

Wallace Walthall has just returned from a successful business trip into East Texas and New Orleans.

Stage Shows

(Continued from page 3)

took in most of the business for the last ten-day period, was responsible for the sudden Publix announcement to return stage shows.

However, an orchestra and stage attractions are set for the Palace in Dallas. Publix is negotiating for more satisfactory arrangements between the Texas in San Antonio and the stage hands' union but this "obstacle," it is believed, will be worked out as more general plans call for the return of the stage performances.

Fanchon & Marco units will first reach the south in Atlanta, coming straight from the west coast. New Orleans will be the next stop, followed at the Worth at Ft. Worth; then coming to Dallas for a week's stand. San Antonio follows Dallas with details at Houston not having been completely worked out.

The return to stage shows on the part of Publix anticipates a long term contract with unions and the Fanchon & Marco booking offices, it is said.

Series on One Bill

Hollywood — The entire Vitaphone series of 12 one-reelers showing Bobby Jones in "How I Play Golf" were shown on one program by the Warners at the premiere of Dolores Costello in "Expensive Women" at the Hollywood Theatre here. Grouping the series on one bill was suggested by the Los Angeles Junior Chamber of Commerce and it brought together many of the golf enthusiasts in and around Los Angeles.

Hiram Parks, former salesman for Warner Brothers in Memphis, has been appointed branch manager of their exchange in New Orleans, succeeding Fred Goodrow.

Superlatives

(Continued from page 3)

a point to check up on both pictures. And they were both a little better than average in entertainment value, but at the end of the run, according to reports from the manager, the one that used the most adjectives in its advertising fell way behind the receipts of the one that modestly used the stars 'names and name of the feature.

This may not prove anything, but it is our contention that if you use up all the superlatives on ordinary pictures, what have you left for the big ones?

Not a Junior Model!

25 INSTALLATIONS

OF X-CELL - MELLAPHONE A. C. SOUND ON FILM EQUIPMENT NOT ONLY SHOW THE

Service and Satisfaction

BUT THE

Money Saved In Initial Cost and Upkeep

Webster V-81

Eliminates all batteries, faders, head and main amplifiers; saves worry and trouble. Entire control and operation in one unit.



Mellaphone-X-Cell

Sound on Film Equipment is sold with our guarantee of Satisfactory Sound or Money Back.

ANY SOUND ON FILM EQUIPMENT CAN BE MADE ENTIRELY A. C. OPERATED BY USING THE NEW WEBSTER V-81 AMPLIFIER SYSTEM.

Terms or Cash Discount

Call, Wire or Write

Public Address Service Co.

2024½ Commerce St. Phone: 7-1047 Dallas, Texas.

Philly Unit Stabs at Lichtman Reply

Continued from page 4)

"Palmy Days" anything but happy.

Your statement that United Artists with a dozen pictures to distribute "is operating at a lower percentage cost than any other distributor in the world" proves that the age of miracles is not past. It does not, however, square with the recent attempt of your company to merge its distributing facilities with those of another well - known producer - distributor for reasons of economy. Nor does your statement sound reasonable in the light of the reported heavy losses chalked up by your organization over the past two years.

Again quoting your statement: ". . . we have repeated over and over again that we do business on a 'Look Before You Book' policy." How can the exhibitors "Look Before They Book" when you sell them pictures before the pictures are completed, before they are shown and before they are tested out at public showing to determine their box-office value?

Every other film company takes this factor into consideration and when a clear case of overselling is shown, the film company invariably adjusts the one-sided arrangement. Not so with United Artists, however, which has consistently pursued a policy of "The Buyer be Damned."

You will recall, Mr. Lichtman, that two years ago this organization had composed a similar protest to the trade but was prevented from issuing it by your definite assurance at a three-hour conference in Philadelphia that $100,000 had been set aside by your company to adjust the complaints of exhibitors with legitimate grievances.

We regret that you have seen fit in your statement to ignore entirely our complaint charging specific violation of Rule 11 of the Fair Trade Practice Code, which prohibits a film company with an exhibitor's application for contract from negotiating with his competitor before the first contract has been either accepted or rejected. We are willing, however, to rest our case with the Federal Trade Commission.

As for the general contents of your statement—if the United Artists' policies are right, then those of every other film company must be wrong. Here again we are willing to rest our case with the thousands of exhibitors throughout the nation whose dealings with United Artists over the past ten years have left them disillusioned, embittered and hopeful that your methods and policies will be brought to an early termination. We would welcome an investigation of our charges by Mr. Howard Hughes and the other producing members of your company in whose fairness we have implicit faith. Yours truly,

Motion Picture Theatre Owners of Eastern Pa., Southern New Jersey and Delaware, Inc.
Per Geo. P. Aarons,
Secretary and Counsel.

Richards Rumor

(Continued from page 3)

Speculation as to whether or not L. L. Dent would return to this business has been settled by close friends who declare that Dent has received at least $1,500,000 for his theatres, paid in full, and that he cares no further for the worries in connection with operating theatres.

Bob O'Donnell, high Publix official, and Gaston Dureau, Publix divison booker, were in Dallas last week on a special mission, either in connection wth a turn-back of certain Publix theatres, or the seturn of stage shows to Publix stages

Information that leads out of the rumor stages was gained from a certain Dallas tradesman well informed on the subject, that something is in the air with Publix over the take-back of a flock of theatres only a short time under the national wing of Paramount.

Oklahoma City Notes

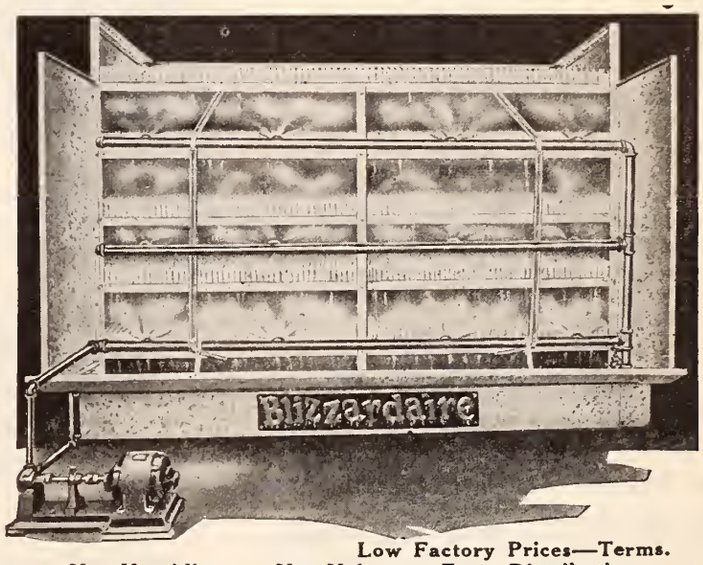
Warner Bros.' Midwest, Warner, Liberty, Folly and Empress theatres admitted free Saturday, any kid bringing either an old or new toy, the toys to be distributed to the poor children of the city.

Previews at Midwest Saturday night was "Yellow Ticket" and "Private Lives" at the Criterion.

* * *

Rialto putting on 10 cent matinees, and Ish Clark says that the stunt is bringing in good business.

INSTALL NOW!
OFF SEASON PRICES EXPIRE SOON!



Low Factory Prices—Terms.
No Humidity — No Noise — Even Distribution
Washes, Filters and Dries the Air.
J. O. FORD, Factory Representative.

BLIZZARD SALES CO.
DALLAS OFFICE: 2009 Jackson St.
NEW ORLEANS 504 Howard Ave.
ATLANTA 125 Walton St.

The **Good-All**

Special Sound System for Powers Projectors

IS

an entirely NEW and different method of reproduction from the film. The method of operation of the sound head assures most smooth operation—resulting in even reproduction.

There is not another sound system on the market today to compete with this system in natural tone—entire operation and in PRICE.

Low Terms are offered on Good-All's own Financing Plan!

WRITE TODAY FOR DETAILS

GEO. W. SUMNER, Representative
State of Texas
Weatherford, Texas

SOL. J. DAVIDSON, Representative
State of Oklahoma
704 West Grand. Oklahoma City, Okla.

Factory GOOD-ALL ELECTRIC MFG. CO. Ogallala, Nebr.

WARNER BROS. *and* FIRST NATIONAL *will release* 6 STAR HITS *for* JANUARY PLAY DATES

Here they are:—

DEC. 26th (FN)



MARILYN MILLER
in
HER MAJESTY LOVE

with Ben Lyon and the *4 funniest comedians on the screen:* W. C. FIELDS, LEON ERROL, Chester Conklin, Ford Sterling.
Directed by William Dieterle

JAN. 2nd (WB)



MARIAN MARSH *in* **UNDER EIGHTEEN**

First star of the new year in a sure-fire human story. With Warren William, Anita Page, Regis Toomey, Norman Foster.
Directed by Archie (*Bought*) Mayo

JAN. 9th (FN)



LIL DAGOVER
in
THE WOMAN FROM MONTE CARLO

The Continental Darling reaches American audiences at last. With Walter Huston, Warren William, John Wray, George E. Stone, Robert Warwick.
Directed by Michael Curtiz.

JAN. 16th (WB)

MANHATTAN PARADE
with
SMITH and DALE
of the Avon Comedy 4.
Winnie Lightner, Chas. Butterworth, Bobby Watson, Dickie Moore.
Directed by Lloyd (*Gold Diggers*) Bacon.
1932's big leg and laugh show! All in technicolor!

JAN. 23rd (FN)

DOUGLAS FAIRBANKS, JR.
in



UNION DEPOT
with **JOAN BLONDELL**

The year's novelty sensation! Guy Kibbee, Lilian Bond and 5000 players.
Directed by Alfred (*Smart Money*) Green.

JAN. 30th (WB)



WILLIAM POWELL *in* **HIGH PRESSURE**

Fast! Modern! Life!...The kind of role that made him famous. With Evelyn Brent, Evalyn Knapp, Guy Kibbee, George Sidney, John Wray, Polly Walters.
Directed by Mervyn (*Five Star Final*) LeRoy.

BACKBONE PRODUCT!

and 6 *more big ones for* FEBRUARY PLAY DATES

FEB. 6th (FN)

EDWARD G.
ROBINSON



in **THE HONORABLE MR. WONG**

Follow-up hit to "Five Star Final". With LORETTA YOUNG, Dudley Digges, Leslie Fenton
Directed by Wm. (*Night Nurse*) Wellman.

FEB. 20th (FN)

RICHARD
BARTHELMESS



in **ALIAS THE DOCTOR**

Barthelmess' greatest role since "Weary River". With Marian Marsh, Norman Foster, Boris Karloff.
Directed by Michael Curtiz.

FEB. 6th (WB)



JAMES
CAGNEY
in
"TAXI!"

Warner's Red-Headed Wonder crashes through to stardom! With Loretta Young, Geo. E. Stone Guy Kibbee. By Kubec Glasmon and John Bright, the *"Smart Money"* boys.
Directed by Roy Del Ruth.

FEB. 20th (FN)



JOE E.
BROWN
in
FIREMAN, SAVE MY CHILD

A four-alarm comedy riot! With Evalyn Knapp Lilian Bond, Guy Kibbee.
Directed by Lloyd Bacon.

FEB. 13th (WB)

EDNA FERBER'S "OLD MAN MINICK"

One of Edna Ferber's finest masterpieces. With "Chic" Sale Dickie Moore
Directed by Archie (*Bought*) Mayo.

FEB. 27th (WB)



GEORGE
ARLISS
in
THE MAN WHO PLAYED GOD

Another great story as modern and as human as "The Millionaire". With Violet Heming, Donald Cook, Louise Closser Hale, Hedda Hopper.
Directed by John Adolfi who made *'The Millionaire'*

Book Early And Avoid The Rush At

WARNER BROS. and FIRST NATIONAL

THIS WEEK in HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

DESPITE the wails from the pessimists of filmdom and the thriving crop of rumors regarding the sad outcome of the industry Hollywood's famous Boulevard has again been transformed into Santa Claus Lane and King Optimism reigns supreme. While strolling along this beautifully decorated and brilliantly lighted thoroughfare one cannot help but believe that all will be well. Hollywood in general has plenty to be happy about. With a million dollars worth of contracts sold Universal is happy to know that Tom Mix has won a valiant fight for his life, Metro-Goldwyn-Mayer has signed Marie Dressler to a new long term contract, David Selznick has picked Helen Twelvetrees to play opposite John Barrymore in RKO's "State's Attorney," and a host of other players at the various studios are said to have realized the necessity of a reduction in their contract renewals for the coming year, all of which gives the industry a brighter look and a speedy return to a more profitable basis.

* * *

Edgar Wallace, celebrated British author, has arrived in the celluloid city to fulfill a writing contract with RKO-Radio Pictures.

* * *

In regard to 1931 being a banner year for the independent first positive proof comes in a disclosure by Trem Carr, Monogram Pictures production head, that Monogram exchanges throughout the United States are at this date from seven to 53 per cent oversold on the quota that they were not expected to reach until April 1, 1932. "While a portion of this success might be laid to fear on the part of exhibitors that major companies will not complete their schedules, the greater measure of this sales triumph through the 33 Monogram exchanges can be credited to the great superiority of the Monogram product as evidenced in recent releases," Carr states.

As a result of the extremely favorable recepton accorded the Monogram company, a 1932-33 program of 44 pictures has been launched, and two associate producers added to the Monogram staff. The new producers are I. E. Chadwick and C. C. Burr. Chadwick's first picture, "The Law of the Sea," has a stellar cast, including William Farnum, Sally Blane, Ralph Ince, Rex Bell, Priscilla Dean and Eve Southern.

The new program, an increase of 16 pictures over this year's schedule, tentatively will include 24 Westerns with Tom Tyler, Bill Cody and Andy Shuford, and 20 all-star melodramas. The program was arranged by W. Ray Johnston, Monogram president, during his recent Hollywood visit. There is plenty of activity at the Monogram studios with from one to three units working at all times. In addition to the studio activity one or two companies can always be found shooting exteriors at Monogram's ranch and Western street at Newhall.

* * *

A new indie producing unit makes its bow to Hollywood with the arrival of John Cline, head of John Cline Productions. Cline makes his return to film production after an absence of 10 years, during which he won a reputation on Broadway as a successful legit producer. Cline will release through Hollywood Pictures, making eight society melodramas splitting the Hollywood Pictures schedule of sixteen with Al Herman. "Straight and Narrow," an original by Ed Joseph, will be Cline's first offering, and Dick Thorpe will direct. Cline will produce the entire series at Monogram Studios, 6048 Sunset Boulevard, using Trem Carr equipment.

* * *

"Adventure Lady," a play by Dale Collin, has been purchased by Carl Laemmle for Rose Hobart. Ernest Frank will direct it for Universal.

* * *

James Dunn will play opposite Janet Gaynor in "Have a Heart," Buddy de Sylva's musical romance to be released under the Fox banner. David Butler will direct and production is scheduled to start on Janet's return from Europe shortly after the first of the year.

Kay Francis has been cast opposite George Bancroft in his next Paramount starring vehicle tentatively titled "Through the Window," an original by Martin Flavin and Joe Sherman. The yarn combines mystery with the dramatic story of an aggressive state's attorney.

* * *

Two more newspaper yarns are on the way. "Ambition" coming from Columbia, directed by Russell Mack, and one from First National called "Circulation" based on an original by Courtney Terrett.

* * *

Harold Lloyd's Hollywood story is held up pending changes ing the script. Change calls for a more sophisticated heroine and a search for a new actress to play the part. The changes are being made by Vincent Lawrence, playwright, who has been called in to help dialogue the picture.

* * *

Sidney Franklin, who directed Norma Talmadge in "Smilin' Thru," will direct Norma Shearer in the talking version of the same story. In this picture Miss Shearer departs from her usual smart sophisticated roles to one of sweet sentimentality.

* * *

Following a series of hurried conferences, the threatened strike of union theatrical and stage employees in the Warner Brothers-First National studios, has been averted.

Lew Blix, president of the Hollywood local of the International Alliance of Theatrical and Stage Employees, announces that asserted wage cuts of from 25 to 40 per cent have been rescinded pending further negotiations.

* * *

Bebe Daniels' Hollywood friends found out that she is all set for a future as a stage star should she prefer the foots to the kleigs. Bebe opened at the Alcazar in San Francisco with "The Last of Mrs. Chaney" to the biggest crowd in the history of the theatre. She took fourteen curtain calls after her last act.

WE MEET



SYLVIA SIDNEY

Sylvia Sidney, it will be remembered, made her screen debut early this year in "City Streets" next she was placed in "An American Tragedy" and her latest opus is "Ladies of the Big House."

Hollywood sees certain stardom for Miss Sidney and predicts great success as a dramatic actress in parts within her reach. She's just a little girl, 5 feet, three or four inches tall, weighing about one hundred pounds. Her face is small, oval shaped and suggestive of Oriental mystery, and her hair is jet black.

She has been thinking in terms of the stage and acting since she was twelve years old. At that age her parents finally broke down under her force of argument and retained for her a private instructor in the art of drama.

A few months later she appeared in a series of dramatic recitals before the New York Little Theatre group and at fifteen she entered the Theatre Guild School.

After important parts in some fifteen Guild plays she starred in "Bad Girl" and her work in this particular play led to her present contract with Paramount.

Plus her work in Broadway shows, Sylvia Sidney has played long stock engagements in Denver and Rochester, nettng consderable experience for a young girl barely in her twenties.

This is her second start in pictures. She came to Hollywood a year ago, under contract to Fox, and played in one picture, "Thru Different Eyes." She was not satisfied with the finished product.

"The break was to sudden, from the stage to the screen," she explained. "I felt uncomfortable. I couldn't give the director what he wanted. But this time, I feel, I'm off on the right foot."

Her work in "Street Scene," a picture we almost forgot to mention, leads us to believe that Sylvia Sidney quite correctly alludes to the right foot.

"Moron" Audiences Gone

One-Time Producer Tells Lasky

New York — The industry will regain its forward stride as soon as the motion picture producers realize the days of the "Moron" audiences are over, Whitman Bennett, at one time prominently identified with the industry, believes.

In an open letter to Jesse L. Lasky, with whom he was connected in the early days of Famous Players, Bennett, who has in late years made a fortune in the book publishing business, gives his views on what will aid the motion pictures. His letter follows:

Since then I have been observing and reflecting, from what I conceive to be a just perspective —a perspective which came to me not through choice but by expulsion. No other film executive with anything approaching the same experience has ever had a similar opportunity to digest the lessons of both prosperity and adversity — the same privilege of speaking utterly without fear or favor. I believe, in this crisis, I am qualified to advise.

You have already taken a step in the right direction by re-establishing the unit system. You would be going much further along the road to successful re-adjustment if you cut the Paramount producing in halves and picked the other half from at least semi-independent complete organizations. Units are only a studio name so long as there is one overlord on the lot, confirmed by contact and prodigious salary in the habit of tyrannical control — so long as this autocrat is and must be largely responsible for the selection of unit managers. Units can be effective only when the autocrat (for of course there must be organization) is only a business-head; when the unit managers are men of capacity and artistically in supreme charge under no other authority than your own. But the best unit system, under the most enlightened control, is a bad substitute for properly financed independent producing of pictures in small yearly groups. You know this as well as I do. You know that no four or five men can, without relief, over a period of years, supply artistic knowledge, judgment and inspiration for the entire Paramount program.

But the real trouble is deeper than production-system and applies no more to Paramount than to the industry at large—with one possible, conspicuous exception. The real trouble with the film industry is its bitter determination to underestimate public intelligence. Picture producers have regarded the public as morons for so long that the public is returning the compliment with interest and seeking other less puerile amusements. The reading of good literature is increasing at least as rapidly as picture-going decreases.

Better music draws continually larger and more appreciative audiences. The average man and woman have wearied of public obscenity and the few outstanding dramatic stage successes are meritorious. Art exhibits and galleries are crowded as never before. The number of college students increases enormously each autumn. Printed works of history, biography, economics and philosophy attain extraordinary circulation. Newspaper editorials are widely read, scientific magazines flourish, propagandist literature is amazingly well composed. Much more than half of our total population has become serious-minded and artistically discriminating. The truly "dumb" people are those who persist in underestimating the public —and those society or financial morons who imposed on public credulity until the remorseless exposure of the recent collapse.

The ppopuation of these United States may be divided into five classes:

1. The real intellectuals, rich or poor, who patronize my present business and frankly abhor or ridicule talking pictures.

2. The average middle-class man and woman — much better educated (whether by outside instruction or self-culture) than formerly—appreciative of decoration, music, literature. These people have become disgusted with talking pictures and go to see only occasional subjects.

3. Millions of mechanics, stenographers, factory hands, office workers — conservatives and extremists alike — craving to "better themselves"; reading serious books; patronizing worthy plays, when money permits; going to concerts and art galleries. An audience of such patrons is head and shoulders above the audience of the most lavish "girl show" on earth. These people are, almost of necessity, still picture patrons —but under protest.

4. The poor moron. This is the diminishing minority to which the picture producer especially caters and which is fairly well satisfied.

5. The rich moron — who cannot leave his gambling house or night-club or girl-show long enough to waste time at the movies."

The producer over-values even the money-value of Class 4, the only one of the three picture-going classes which is steadily losing numbers. To depend on that class, admission prices must be tremendously reduced.

You, Jesse Lasky, are entirely capable of grasping this simple truth. You would have grasped it long ago if you were not so close to the details that you cannot see the effect. If you shared my perspective you would have seen the truth first. Why should a man with brains persistently shut his eyes and close his ears to everything except the clanking of his chains? Have the hideous sums of unearned money paid out not annually but weekly raised a barriers so high as to exclude the faintest ray of common sense?

You cannot sense the truth, but no man is better fitted than yourself to pick a staff of adequate calibre and engineer that gradual, shrewd artistic and commercial transition toward better things demanded by the obvious intellectual evolution of the American public. If it is indeed true that there must be special entertainment for the morons, yield that perequisite to radio.

The day of the cinema moron audience is over—and was over long ago. The world clamors for good, vital, educated mental standards—for a self-respecting level of artistic and intellectual judgment.

The man who bars the way to this world-movement of the masses reaching upwards is going down to defeat.

BIG INTEREST

In "Movie Gossip" Thru A. P. Advertising

The reception accorded the initial issue of "Movie Gossip," the fan magazine recently launched as a special advertising medium for theatres, has been most gratifyng, according to its sponsors, the Galmond Publishing Co., 32-34 West 20th street, New York.

In a letter to Ben Shlyen, president and publisher of Associated Publications, J. Henry Gallagher, business manager of Galmond, states that the idea embodied in "Movie Gossip" seems to have appealed to live-wire showmen all over the country, with the result that the publication run of the second number will be approximately ten times that of the first issue. Mr. Gallagher also states, "The results from the two-page advertisement which appeared in a recent issue of Associated Publications were far beyond my most optimistic expectations, and definite evidence of the wide coverage of this group of trade publications."

The Galmond company is adhering to its policy of only one franchise in each town or community, priority being the deciding factor where two or more theatres in one section make application for the service, and this applies especially in protecting houses in localities included in chains which have blanket contracts for the magazine. These towns are specifically excepted, the service remaining exclusive where the individual appplication antedates that of the chain.

New National Vice-Pres.

J. I. Roberts, formerly sales manager at the National Theatre Supply Company general office in New York, has succeeded George De Kruif, recently resigned, as vice-president.

HOLIDAY TRAILERS

DE LUXE MERRY CHRISTMAS GREETING

An elaborate subject of matchless beauty.
Artistically prepared with a perfect background of inspiring music and choral singing.

Length, 208 Feet

DE LUXE HAPPY NEW YEAR'S GREETING

An exceptional message of joy and happiness, embodying in theme and musical treatment the atmosphere of this gala holiday.

Length, 140 Feet

FOR THE PAIR—$12.50
Rental price Singly, $7.00 each

FOR THEATRES THAT WANT SHORTER TRAILERS

A junior Christmas and junior New Year's Special. Distinctive, Novel, Appropriate

Length, 75 Feet

Both For $7.00 For Both
Rental price singly, $4.00

NATIONAL SCREEN SERVICE

130 W. 46th St., New York
Chicago—1307 S. Wabash Ave.
Dallas—300½ So. Harwood St.
Los Angeles—1922 S. Vermont

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Sound Reproduction Improvement Advice

The mere fact that music sounds pleasing to the ear is no proof that the sound reproducing equipment is faithfully reproducing every frequency. The human voice is much more difficult to reproduce properly than music. The human voice affords a much harder test of a loud speaker than does music—probably because the human ear is trained to know when the voice sounds natural. If the reproduction of the human voice is resonant without being hollow or throaty and the sibilants come through clearly, without distortion, the reproduction is said to be excellent. We should not be satisfied with mere traces of the "S" and "TH" sounds. They should be heard almost as clearly as in normal speech. After hearing the human voice, listen to a musical selection containing drums and make sure that the drums retain their full resonant boom.

It is advisable to retain the volume in the auditorium at a normal level. Do not permit speech or music to be reproduced with excessive volume. Musical accompaniments with feature presentations or other subjects should be reproduced at a very low level. When the newsreel is being presented, see that more volume is used for the voice of a close-up speaker than for a person some distance in the background. It is very important to bring up the volume where it is appropriate for special effects—such as the shouting of a crowd, the whistle of a locomotive, a brass band passing nearby, etc.

Replacement Parts

Upon receiving any replacement parts it is imperative that you immediately check same for defectiveness and return such part or piece of equipment which shows any perceptible defects. Sound equipment and replacement parts must be absolutely perfect to insure a good performance and besides we are paying for good equipment and you are responsible if you are operating sound equipment with defective vacuum tubes and other working parts.

High-voltage filter condensers are capable of holding a charge for a considerable length of time. It is possible, while checking over the amplifier and component parts, that you will receive a severe shock from one of the condensers. A simple method of avoiding such shocks is to make it a practice always to discharge such condensers before handling them. To eliminate the possibility of shocks, take a screw-driver, or any other metal conductor, and short both terminals, which will discharge the condenser.

Excessive Friction

If the observer's equipment does not function, and if not loud enough to enable the observer and projectionist to hear each other, or if the buzzer is weak or inoperative, make sure that the batteries are in good condition.

If the reading on the synchronous motor control box meter does not stay within specified limits, check the projector mechanism immediately and also the working parts of the driving attachment. Excessive friction at some point in the mechanism will cause the meter reading to read high on AC, or too low on DC. See that the projector working parts are lubricated at regular intervals.

Natural Tone Quality

The photo-electric cell amplifier cradle should always swing freely. The rubber base has a tendency to

(Continued on page 15)

CONSIDER REPUTATION

WHEN you purchase a piece of equipment so vitally important to the success of your theatre as the projection lamp, consider its popularity with other users. Peerless Reflector Arc Lamps have a reputation for satisfactory performance that you cannot afford to disregard, when you contemplate making a change for better projection. Why gamble with uncertainty?



Peerless LAMPS

Low Amperage or High Intensity, cover the entire range of requirements or conditions to be found in any theatre. Don't be misled by "sales talk". Insist on proof, and consider REPUTATION. Demonstrations gladly arranged.

IT PAYS TO TRADE REGULARLY AT NATIONAL

NATIONAL THEATRE SUPPLY COMPANY

306 S. Harwood St., Dallas, Texas — 516 W. Grand, Oklahoma City, Okla.

Tri-Ergon Pushes Plans for Suits

The American Tri-Ergon Co., headed by William Fox, is preparing to sue all sound film producers for alleged infringement on its photo-electric cell following order of the court to grant patent. Actions will be filed throughout the country as soon as the Patent Office issues the patent. This governmental branch has no appeal from the Washington District Court decision.

Attorneys for William Fox last week described the decision as "sweeping." Electrical Research Products and RCA Photophone declined to comment on the matter.

VERTICAL CUT

SMPE Views Recording Demonstration

An advance in sound recording and reproducing was demonstrated recently to members of the Society of Motion Picture Engineers and the Institute of Radio Engineers, in the Engineering Societies' auditorium, New York, by Halsey A. Frederick, transmission instruments director of Bell Telephone Laboratories. Using disc records cut by the vertical method, a new high power amplifier and latest types of loud speakers, Frederick demonstrated reproduction of organ, orchestral and vocal music, which his audience could scarcely distinguish from the original in either quality or volume.

Speaking also before the meeting, Leopold Stokowiski, director of the Philadelphia orchestra, explained the problems connected with recording music from the standpoint of the musician.

The vertical method of recording on wax discs differs from the so-called lateral method which is standard practice in the phonograph and sound picture industries in that the groove instead of wavering back and fourth along an otherwise spiral path is a true spiral whose depth varies in a pattern of the sound waves which have been recorded.

U. S. BUYS STRONG

Install Projector Lamps in Army-Navy Posts

In line with the "better projection" tendency of the motion picture theatres, such non-theatrical enterprises as the Panama Canal Zone government, the U. S. Army post, at Fort Benning, Ga., West Point, the U. S. Naval Academy, Annapolis and the Canadian Pacific Steamship Lines, are all installing Strong projector lamps.

Sound Advice

(Continued from page 14)

swell, pushing the amplifier upwards and causing the amplifier to touch the housing; if such is the case, the rubber should be replaced to avoid mechanical noise in the pick-up. Inspect the cradle spring supports and see that they are of proper length.

It is imperative that the Movietone light gate be cleaned before threading the projector for Movietone presentation. All the projector bases should be permanently grounded. Do not allow any outside source of light to come in contact with the photo-electric cell compartment during the time the film attachment is in operation, other than that source of light supply which comes from the reproducing lamp. Avoid placing microphonic tubes in the first socket of the photo-electric cell amplifier.

A hum will be perceptible if the sprocket perforations project over in the sound aperture. Keep the sprockets and idlers clean at all times. Before starting the projector, observe the meter readings and set at normal operating values. The projectionist is entirely responsible for the operation of the sound equipment.

To win and hold theatre patronage, it is necessary to present the sound motion picture in a realistic manner with good definition and natural tone quality. The unnaturalness in voice, the shrillness in notes and the unpleasantness and echoes of sounds will cause loss of steady clientele. Your audience will be grateful for any improvement you can make, which will lead to the perfection of performance. Your specific problems must be remedied. Experience and science have gone far to take the gamble out of the perfect sound picture presentation.

Projection Problems

Common projection problems are unsteady pictures, poor definition, distortion and poor screen illumination. An unsteady picture is caused by a bent intermittent shaft or sprocket—or worn intermittent parts, insufficient tension on tension shoes which hold film against projector mechanism aperture, wax or dirt on intermittent sprocket, film shrinkage and film perforations not being standard. Poor definition is caused by a dirty objective lens, using a poor grade lens which provides spherical aberration, incorrect lens system, loose tension against tension shoes, which permits film to buckle—thus causing an in and out of focus effect and warped film.

Poor screen illumination may be caused by dirty condenser lenses if the high intensity or standard arc is used—a dirty mirror if the mirror arc lamp is used—negligence on part of the projectionist to maintain a proper arc—incorrect relative distance between the aperture and the light source—incorrect condenser lens system, or insufficient current for the type of projector arc which is being used.—R. H. McCullough in Fox's "The Last Word."

NEW SOUND SHIP

"Monarch of Bermuda" Installs ERPI

C. W. Bunn, general sales manager of Electrical Research Products, announces the installation of a Western Electric sound system on the Furness liner "Monarch of Bermuda" which is now making its maiden voyage.

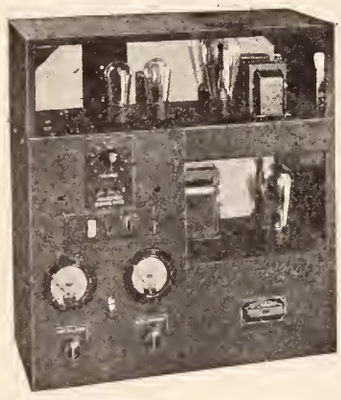
RESEARCH COST HIT

Pomeroy Seeks Abolition of Duplications

Abolition of duplication of film research is proposed by Roy J. Pomeroy, whose recently-formed Pomeroy Company is doing special photographic and sound work. Pomeroy believes his plan would solve the collective technical problems of the industry and mainly avoid wasteful duplication of effort along the same principles as the National Research Council formed by leading American industries.

Pomeroy's company, formed to handle photographic, recording and projection problems for national and independent companies, has spent $75,000 in precision machine equipment, special chemical laboratory and an optical department.

Select Proven Equipment* for Sound-On-Film



Consider These Points:

1. Reproduces both Sound-on-Disc and Sound-on-Film with excellent tone.
2. One unit replaces everything between sound head and stage speakers.
3. A. C. operated and entirely self-contained. Furnishes power for photoelectric cell and exciter lamp.
4. Equipped with volume control, line voltage control, and exciter lamp current control.
5. Two indicating meters allow exact setting of line voltage and exciter lamp current.
6. Sold and installed by leading supply houses everywhere.

New York Office: 116 W. 65th St.
Los Angeles Office:
704 Bendix Bldg.

OPERADIO

Operadio was the first to provide for small theatres an all A. C. operated, completely self-contained Sound-on-Film Amplifier.

Now hundreds of theatres are receiving remarkable performance from the Operadio Model 408 D. T. Sound-on-Film Amplifier.

When you select Sound-on-Film equipment, look for the Operadio name plate on the amplifier — it is your guarantee of proven dependability.

**Proven equipment—that which has been produced in large quantities and has been in actual theatre operation long enough to establish its dependability.*

Mail This Coupon Today!

Operadio Manufacturing Co.,
213 13th Street, St. Charles, Ill.

Please send me complete information about the Operadio Model 408 D. T. Amplifier.

Name.....

Address.....

City.....State.....

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Exploitation "Missing Link" to Increased Receipts

JOHN R. FREULER, president of Big 4, who has just returned to New York from a trip to the Middle West, comes back to town with the vehement conviction that the smaller houses can, and often are, pulling themselves out of the red by the bootstraps of exploitation.

"Exploitation is the 'missing link' to increased receipts, and those exhibitors who are waking up and putting merchandizing ideas into effect are finding their business improving. 'Depression nothing,' as one exhibitor expressed himself, 'poor showmanship always finds alibis, and present conditions offer such opportunity to the poor exhibitionist.'

"On the other hand," says Freuler, "exhibitors are realizing that showing a picture cold is fatal. There is too much competition, even in the out-of-the-way places today, with quick transportation facilities, just to put a show on. The public is buying-wise. They are willing to pay—but you've got to show 'em it's worth it. Therefore, in this age of specialization, with each production independently produced, it's the canny exhibitor who puts showmanship and a new slant behind every picture, and who doesn't ever trust to haphazard luck."

Nifty Tie-Up

A different idea in film merchandising was incorporated by the Uptown, first run house, in Kansas City, Mo., in its newspaper advertising last week. A space four inches square was headed: "1932 Chevrolets for $4.98 Couldn't Create the Sensation in Kansas City That This Joy-Jammed Production Will." The top line was asterisked, with a corresponding line at the bottom reading: "Unusual, Isn't It? But So Is a Picture Like This." The ad was timely as the new Chevvies had just been announced. The picture was "Sidewalks of New York" with Buster Keaton.

Gives Away $2,500 And Makes It Pay

ONE of the biggest exploitation stunts devised in the Metropolitan district is that which has been put through at the Oritani Theatre, in Hackensack, N. J. It was heralded as "A Progressive Merchants' Live and Buy in Hackensack" campaign and was planned by David Schaeffer, promotion man for the Warner chain in the New Jersey zone.

The stunt is one that entailed a great amount of preliminary work and could only be carried through the co-operation of many merchants. For the purposes of his campaign Shaeffer secured $2,500 worth of merchandise, all of which was given away at the Oritani to the patrons of the house. There was a distribution at each evening's showing and on each Saturday afternoon during a period of two weeks. Among the things given to the lucky ones was a Shetland pony and a set of harness; a washing machine, a $150 fur coat and an ironing machine. There was also a large assortment of furniture. Most of the things given away were articles that will appeal to people with homes of their own. The campaign was announced by co-operative ads in which all the merchants taking part in the stunt figure prominently.

Race Tie-ups Draw in Allentown

AN unusually smart exploitation tie-up is credited to T. C. Charack, manager of Warner Bros. Theatre in Allentown, the Earle. The picture was Joe E. Brown in "Local Boy Makes Good" and the stunt was nothing less than tieing up with the senior and junior championships cross-country runs held in Allentown on Thanksgiving Day. Charack in bringing about this affair secured the aid of the Morning Call and then with the Lehigh Valley A. A. U., the governing amateur athletic body in the territory, sponsored the two championship races. Over 100 athletes took part in the runs, which began and ended in front of the Earle Theatre. Several runners who are eligible to take part in the coming Olympics participated in the senior championship race. A Manhattan College man of New York turned out to be the winner of the senior race, breaking the course record in doing so.

Charack promoted all the prizes from local jewelers and the races attracted crowds along the course. The course was patrolled with cars bearing signs announcing the picture, "Local Boy Makes Good," and loud speakers at various points announced the progress of the runners. The tie-up was a natural for "Local Boy Makes Good."

Vet Interviews For "Big Parade"

WHEN it was learned that a local member of the Veterans of Foreign Wars had a colorful war record, Managers Ralph Allan and Les Patterson of the Fox Mission Theatre, San Jose, California, arranged for an interview with him in the Mercury Herald. This was in connection with the showing of "The Big Parade" with sound at that theatre.

At noon of the opening day, the band from the San Jose high school paraded along the main street, halted in front of the theatre, and gave a musical demonstration. The band had a motorcycle police escort.

On opening night, red flares illuminated the entire front of the theatre as a gesture towards the National Guardsmen, who were favored with guest privileges.

Harold Rhea, organist at the California Theatre, played a medley of his reminiscent of the war. Atmospheric slides were employed.

A "Big Parade" memory contest was publicized by the Evening News. All winners were presented with pairs of tickets for the picture.

Copy Emphasizes "Happiness" Angle

THE "happiness" angle is emphasized in advertising of Publix-Dubinsky theatres in Kansas City. In these times of gloom that's good psychology. The angle is brought out in the theatres' slogan, run at the bottom of all newspaper ads, which reads: "For Happiness — A Publix - Dubinsky Theatre."

"Scrappy" to Appear in Book Form

AN extensive sales promotion campaign with an entirely new angle is being presented by Columbia in connection with "Scrappy," the animated cartoon featuring a human character and produced by Charles B. Mintz.

Soon there will be on sale at 5-and-10-cent stores and elsewhere throughout the country several series of booklets featuring "Scrappy."

With this accessory being distributed independently of the theatre, the sponsors claim the exhibitor is receiving a potential audience-building asset upon which he may immediately capitalize.

There will be over 100 different stories available shortly and the series will continue indefinitely.

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!



The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, *Manager*

LOS ANGELES
WILSHIRE *at* RAMPART

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Corsair

United Artists—73 Minutes

Cast: Chester Morris, Alison Lloyd (Thelma Todd), William Austin, Frank McHugh, Emmett Corrigan, Fred Kohler, Frank Rice, Ned Sparks, Mayo Methot. Directed by Roland West.

After all that has been said about too many gangster pictures, United Artists comes forward with another gat opera which is just too much for decent people to enjoy. The picture is full of marine hi-jacking, bootlegging and all sorts of shady dealings. The characters are unsympathetic and the moral is bad that money can be made easy illegally. Chester Morris is the college grid hero who turns hi-jacker to prove to the girl and her Wall Street father that he can make money regardless of ethics. Fred Kohler plays a typical role as a hard-boiled bootlegger leader whom Morris put out of the way. Until this point the picture lacks any real action. Some of the happenings seem implausible and rather trite. William Austin repeats his foppish Englishman role and Frank McHugh as usual is a half-stewed playboy.

SELLING SEATS: To sell this avoid all references to the gangster element. Herald Morris and Alison Lloyd all you can. Morris will need plenty of publicity after a somewhat lengthy absence from the screen. Stress the thrills.

Cuban Love Song

M-G-M—86 Minutes

Cast: Lawrence Tibbett, Lupe Velez, Ernest Torrence, Jimmy Durante, Karen Morley, Louise Fazenda, Hale Hamilton, Mathilda Comont, Phillip Cooper. Directed by W. S. Van Dyke.

The story has to do with the scion of a wealthy family, etc. Scion joins the marines, goes to Cuba where he falls in love with, of all things, a peanut vendor. They live happily, he and this native gal, until the war. Our hero is wounded. His fiance from back home—yes, there's one in this story, Oscar—arrives as a nurse, saves his life at the risk of hers, etc. They marry. Years pass. Scion yearns for his little peanut peddler. Wifie and he visit a cabaret, enter the song "Peanut Vendor." Cuba calls. Our hero dashes off a note to his wife, begging forgiveness. He then dashes into the night, goes to Cuba. The goober seller is dead. A young-ster—thought we were never coming to that, didn't you—is found, both his'n and her'n. Back home to wifie he trudges, back to the little lady who has been sustained through several years of his didos by a sterling sense of humor. All is forgiven. Comes the clinch. Rather inane. But Lawrence Tibbett does have nice tonsils. The entire action seems forced. In trying to get "Schnozzle" Durante's nose into the picture it looks like the Metro people got too much "Schnozzle."

SELLING SEATS: Exploit Tibbett's past triumphs. Play up Velez, Torrence and "Schnozzle" Durante. Capitalize on theme song with music store and radio tie-ups: Get support from marines.

A House Divided

Universal—72 Minutes

Cast: Walter Huston, Kent Douglass, Helen Chandler, Vivian Oakland, Frank Hagney. Directed by William Wyler.

An unusual story of father and son battling for love of the same girl on the bleak Northwest coast is brilliantly portrayed in this powerful dramatic story. The preview audience was held tensely interested. Walter Huston is seen in another virile characterization, this time as a brutal, tyrannical fisherman. After his wife's death he finds he needs another woman to look after the house and his son (Douglass) answers one of the advertisements in a matrimonial magazine for him. This brings Helen Chandler all the way from Montana to the grim, weather-battered coast. The girl, being young and pretty, it is only natural that she and the boy fall in love with each other. The father marries her and on the night of the wedding the father and son engage in a fistic combat which leaves the father crippled and paralyzed. During a howling storm the girl flees and father and son battle with the raging sea to bring her back. But as fate must have it the old man is drowned, leaving the two youths free for their life's happiness. The climax is the most thrilling part of the picture and shows deftness in photography and direction.

SELLING SEATS: Play up the three stars. Go after the unusual angle of father and son in love with the same girl. Profit by the many angles that can be worked out on matrimonial by mail.

Good Sport

Fox—66 Minutes

Linda Watkins, John Boles, Allan Dinehart, Greta Nissen, Hedda Hopper, Minna Gombell, Claire Maynard, Louise Beavers, Sally Blane, Betty Francisco, Ethel Kenyon, Inez Norton, Joan Carr, Betty Allen: Directed by Kenneth MacKenna.

We can still hear the uproar of laughter of the preview audience. It is the type of picture that should appeal to the sophisticates. In this modern age of magazines burlesquing everything and even magazines burlesquing the burlesque magazines it seems that a picture of this sort should click. Although there isn't much to the plot the dialogue is plenty spicy. And some of it so spicy that the censors might use their scissors. It isn't the kind of picture we would recommend for children to see, but we can say it is good entertainment for those who like this type of screen fare. It is about a hubby who goes philandering off to Europe with another woman. Wifey takes over the apartment of the other woman and learns quite a bit about her husband. Along comes John Boles with his bankroll, proposing marriage to her when he finds her different from the other women he knows. When hubby returns from his supposed business trip with all his money gone, his wife sticks by him with the hope that she can hold him like the other woman. When she learns she cannot she divorces him and is free to marry Boles. The entire cast is satisfactory. Boles is in a new role and doesn't sing. Louise Beavers as the colored maid, in our opinion, steals the picture with her clever lines. And what more could one wish for in one picture than seven blondes?

SELLING SEATS: Feature the seven blondes in one picture. John Boles needs only mention to draw fans. Many angles can be worked out with the title to good advantage.

FOR THE BOOK!

PICTURES REVIEWED BY ASSOCIATED PUBLICATIONS FOR 1931, WITH DATE OF REVIEW, WILL APPEAR DECEMBER 29.

WATCH FOR IT!

SHORT SUBJECTS

Red Men Tell No Tales

Columbia—8 Minutes

Eddie Buzzell in another of his popular burlesque radio bedtime stories. This one doesn't rate with the excellency of some of his others and is poorly made. Here's a sample of the wit: Indian chief orders his tribesmen to take bow and arrow and each seizes starched collars with a bow tie in them. Much of the punning is of that type and only fairly funny.

In Your Sombrero

Vitaphone—7 Minutes

This one is a rather amusing short of an American reporter who is jailed by Central American rebels. He is released by his girl friend who hitches a truck containing explosives in cans of vegetables to the cell door. As they escape together in the truck they are pursued by rebels, but have a great time throwing the exploding vegetables at them.

Helpmates

M-G-M—20 Minutes

Stan Laurel and Oliver Hardy are a scream in this slapstick comedy which is a laugh from start to finish. Hardy invites Laurel over to his house to help him straighten out the place which had been left in a terrible condition following a wild party while the wife is away. Both have to work fast as Hardy's wife has wired that she will be home immediately. Before they are through the house looks worse than before.

Half Holiday

Educational—21 Minutes

Andy Clyde in another of his characteristic roles of a hen-pecked husband. He is persuaded by one of his co-workers to take Saturday afternoon off for a gay time. Of course, all sorts of things happen so the affair doesn't pan out so well because of Andy's dominating wife.

Hollywood Pattern Necessary---Freuler

New York—"The hue and cry being raised from the four corners of movieland herald a crisis which has been forewarned and foreshadowed for more than a year," says John R. Freuler, Big 4 president. "Production overhead has been a persistent bugaboo which has become more real with each succeeding production and the sooner Hollywood effects a new pattern, cut to the far-from-imaginary budget, the sooner picture-making and picture-distributing will become a paying business.

"Since sound the cost of picture-making has been excessively increased, while the volume of product has been considerably curtailed. At the inception of sound its novelty increased attendance, and when the 'craze' wore off, at the same time as money conditions tightened, the public found they could easily do without seeing poor pictures at high prices. The producers, in turn, have been faced with the practical impossibility of raising film rentals in ratio to costs, with admission prices commonly in the descendency.

"No picture that is conscientiously produced from a selection of well-weighed material, from carefully balanced casts, from overhead that begins when production begins, and ceases when the camera ceases, that carries not too many thousands of feet of unusable negative and no high-salaried stars' contracts, should fail to make money for its sponsors.

"Studios used interchangeably between major companies, just as interchangeable casts are used, would do much to offset ponderance deficits, and the further cooperation of majors with independents will offer real savings to the larger companies and put the smaller ones on a freely competitive basis.

"There is little need for a dozen mammoth sound stages in Hollywood with never more than a half dozen in use.

Rate Reduction

(Continued from page 7)

The reduction in these points is in the form of an experiment, according to Railway Express Agency officials. If successful, it likely will be put into effect throughout the country. The rates have been made to meet motor truck competition.

Quota Oversold

New York — Much talk has been heard about 1931 proving a bonanza year for the independent motion picture industry, but first positive proof comes in a disclosure by W. Ray Johnston, Monogram head, that the 33 Monogram Exchanges throughout the United States are from seven to fifty-three per cent oversold on the quotas which they were not expected to reach until April 1, 1932.

Monopoly Charged

(Continued from page 7)

insist that theatres under their control be granted first run of all their preferred films, with result that plaintiffs, the independent exhibitors, are not permitted to show these films until long after films are shown at affiliated theatres.

Defendants named in Horwitz' action, in addition to the two referred to, are Columbia, Educational, First National, Fox, Loew's Ohio Theatres, Inc., M-G-M, Paramount, Pathe, RKO Distributing Corporation, RKO Pathe Distributing Corp., Sono Art-Selected Pictures, Tiffany, United Artists, Universal, Vitagraph, Vitaphone Distributing Corp. In addition, principal terms of contract attacked are block booking, blind booking, price allocation, admission prices. Uniform contract, the suit charges, provides that producers may regulate admission prices, though this is claimed illegal. Producer may also control use of the exhibitor's advertising accessories.

Among other provisions of the uniform contract attacked in suit are those which compel the exhibitor to pay in advance, enabling producer to withdraw from contracted list a film which becomes popular and resell it at enhanced price, which forces the exhibitor to pay film transportation charges, which permits producers to control dates of exhibition regardless of wishes, facilities or capacity of exhibitor.

In view of condition imposed by uniform contract, independent exhibitors contend they are at a disadvantage in the industry and are unable to compete with exhibitors favored, owned or operated by members of the combine. As a result, the public is at the mercy of producers, for without competition no incentive exists for producing better pictures and also there is no means of keeping admission prices down to scale which should be normal if independents were permitted fair competition.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

THEATRES WANTED

CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

THEATRICAL PRINTING

5,000 3 x 8 Theatre Dodgers, $2.75; 100 11 x 14 tack cards, $1.50. King Shopress, Warren, Ill. 12-15

THEATRES FOR SALE

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

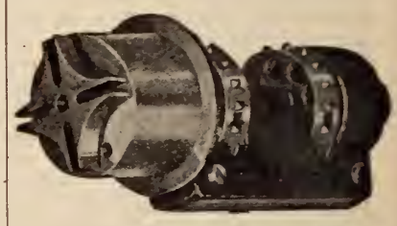
MISCELLANEOUS

NEW YEAR'S "WHOOPEE" SUPPLIES — Wholesale prices. Confetti, $1.75 per hundred regular 5c bags; serpentines, $2.95 thou and rolls; noisemakers, $3.75 to $4.75 hundred. Hats, balloons, etc. 25% with order, balance C.O.D. Ludtke's, 509 Myrtle, Davenport, Iowa. 12-15

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

ONE 16 mm. DeVRY motion picture camera and projector—also one standard 35 mm. DeVry projector; excellent condition; bargain. Henry Salkin, 833 E. 49th St., Chicago. x12-15



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) } 10c a word; 4 insertions at price of 3

Kindly insert the following ad _____ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

_____

_____

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(Don't forget to count words in name and address that is to appear in the ad)

BUILD Good Will and BETTER BUSINESS

HERE'S HOW

You are Offered

A fan magazine which will be asked for, and READ, by every lover of motion pictures.

Contains sixteen pages of intimate Hollywood news and gossip, beautifully illustrated.

Printed on fine paper stock with engravings reproduced from attractive art layouts.

Carries no advertising except your own, for which the back page is reserved.

A sure-fire box office stimulator which is **available to you at a price which enables you to give it away.**

Will be eagerly watched for each month.

YOUR EXCLUSIVE HOUSE ORGAN

Increase Patronage

Distribute This Snappy Fan Magazine in Your Town

WRITE FOR DETAILS USING THIS COUPON →

MOVIE GOSSIP,
32-34 West 20th St.,
New York, N. Y.

Without obligation please send me copy of the current issue of MOVIE GOSSIP.

Name_____

Street address_____

City_____ State_____

Theatre_____

"Reeling" "Crashing" "Breath-Taking"

"BOX-OFFICE CHEER"

Read the Critics Raves about

X marks the spot

with

LEW CODY

Sally Blane—Wallace Ford

Fred Kohler—Mary Nolan

Directed by ERLE C. KENTON

Produced by SAM BISCHOFF

"'X MARKS THE SPOT' SWIFT AND DEVASTATING DRAMA

"The play has a reeling, crashing, headlong plunge that expresses its scene and story with power and truth . . . a swift revealing picture of tabloid newspaper making . . . photography excellent."

—*Hollywood Herald*

N.Y. WORLD-TELEGRAM —"**. . . Plenty of entertainment. . . Climax packs a powerful punch.**"

N.Y. EVENING JOURNAL —"**It's good melodrama by virtue of an interesting idea well developed.**"

N.Y. TIMES—"**Much of it is vivid and all of it is interesting. . . It rises to a breath-taking climax.**"

N.Y. DAILY NEWS —"**There is a decidedly different story angle, and a lot of fast snappy dialogue.**"

N.Y. AMERICAN—"**Lots of laughs . . . thrills aplenty . . . lots of fun.**"

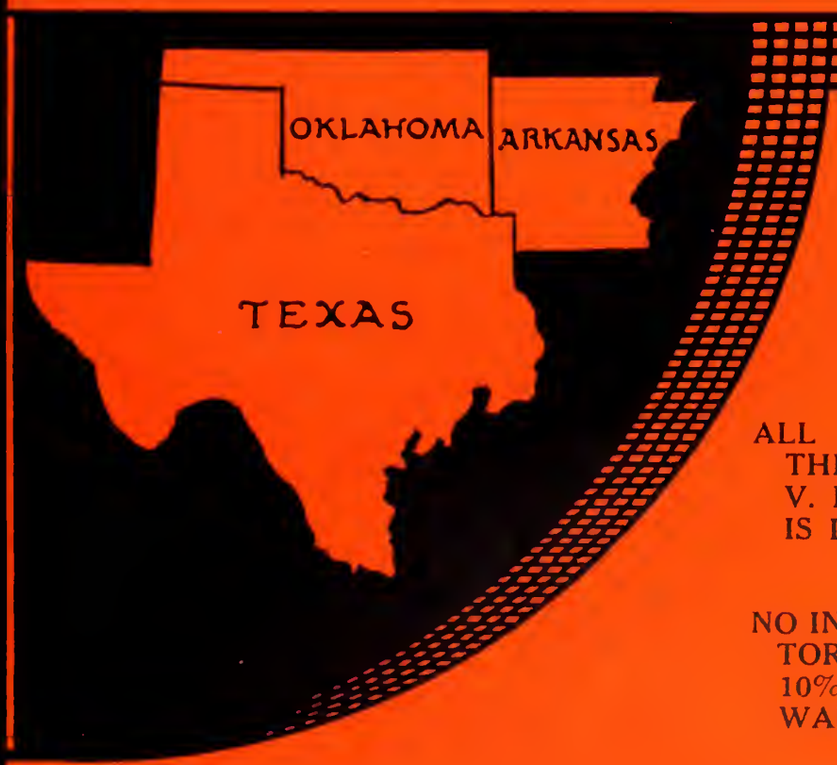
FILM DAILY —"**There is plenty of box-office cheer in this newspaper drama.**"

TIFFANY PRODUCTIONS, INC

Distributed by Sono Art-World Wide

DEC. 22, 1931
VOLUME VIII NUMBER 15

MOTION PICTURE TIMES



ALL PUBLIX SOUTHERN THEATRES GOING TO E. V. RICHARDS CONTROL IS INSIDE RUMOR.

NO INDEPENDENT EXHIBITOR CAN LIVE AND PAY 10% ADMISSION TAX—WALKER

COLE WORKING ON SURVEY TO DEFEAT PROPOSED STATE AND FEDERAL TAXES

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

SANTA CLAUS as EDITOR

Is as puzzled as we would be
in the role of Santa Claus

So to save
Us Both
Embarrassment

We'll Just
Wish You
One and
All A



Merry Christmas And A Happy New Year

MOTION PICTURE TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street Phone— 7-3553 | DALLAS, TEXAS

Publix Going Richards?

L. L. Dent Also May Figure, Inside Track Rumors Notifies the Southwest.

Every theatre operated by Publix throughout the entire South, will soon pass into the control of E. V. Richards, of New Orleans, according to certain well-founded information, which during the past few days is proving up as being more and more likely.

A number of men interested in the landslide have been in New York for a week where an important meeting Monday was to have been held in connection with the deal.

E. V. Richards was there with four of his right-hand men—R. J. O'Donnell, Publix division director; Jenkins, division manager at Dallas; Gaston Dureau, of the Publix home office, and McCoy, of New Orleans.

L. L. Dent, of Dallas, who sold his large circuit to Publix several years ago, and who is reported to have been paid off for his former

(Continued on page 8)

"No Indie Can Pay Tax"---Walker

Everything Else Should Be Put Aside Until Tax Question Is Settled, Declares T. O. P. A. Head.

As his New Year message to the trade, Judge Roy L. Walker, of Lampasas, and president of the Theatre Owners' Protective Association, points out the grave danger to independent theatres if a ten per cent gross admission tax is saddled upon them by the national and Texas legislatures.

In a special communication to MOTION PICTURE TIMES, Judge Walker said, "I think the big thing before the industry now is fighting the admission taxes. No independent exhibitor can live and pay 10 per cent of his gross as a tax. Everything else should be put

(Continued on page 5)

"Mousers" Grow

Twenty - Seven Southwest Theatres Organized Under Direction of Harry Nichols.

Twenty-five theatres in Texas and two in Oklahoma during the past two months have organized Mickey Mouse Clubs under the direction of Harry E. Nichols, southern division representative of the Dalt Disney Productions, makers of the famous cartoons.

Nichols, a former trade paper man, returned to the Texas territory recently for a sweeping campaign with which he has already accomplished fine results. He is

(Continued on page 5)

EXPRESS REDUCTION

Exhib. Would Benefit by Revision of Rates

From $200 to $300 a year will be saved the average small-town theatre if reductions now being considered by the express company go into effect it was announced Monday py Col. H. A. Cole in Dallas. The Allied office has been working on this move for some time and has negotiated considerably for the rate increase.

Express officials said that fifty per cent of their business has disappeared and have set out to remedy the situation. Col. Cole on Tuesday had a final talk with the rate man and was informed that the decrease has been recommended to higher officials, all of which would be the same reduction as now in effect in the southeast.

It would amount to a 25 per cent saving in express charges by the exhibitors. Film shipments going to theatres will take the present rate, but shipments returned by exhibitor will be cut 50 per cent, which would amount to the 25 per cent saving

—— Merry Xmas ——

New Universal Job

E. P. Herber of the Photo-Talker Company has returned from Comfort, Tex., with one of his installation engineers where a complete Universal A. C. sound-on-film equipment was set in operation at the Community Theatre.

—— Merry Xmas ——

Serial Deal

Harry Webb, serial producer, was on the market last week and is reported to have made a deal with Jack Adams, of Allied Film Exchanges, for distribution throughout this region.

"Wash Hands First"

The following editorial appeared recently in the Dallas Dispatch, flaying the producers for their characterizations of the newspaper fraternity:

IT SEEMS a favorite diversion of the movies lately to paint certain classes of newspapers as operated by "fiends in human form," without any sense of decency.

It seems unnecessary for newspapers to attempt to defend themselves against this filth. If they are guilty, they will be ruined by public opinion; if they are innocent the filth won't stick.

It seems, however, just to point out that if any newspaper printed, for one day only, the suggestive and downright vile lines spoken in the average movie it would not last a week.

Newspapers doubtless need betterment, and that betterment is being striven for, day by day, by the thousands of honest, hard-working, sober men and women.

If the movies want to play the roll of muckraker, they might at least start the job with clean hands. They might start first on themselves; then on the vaudeville stage; and after that, on some of the magazines.

Important, this. Such straws as these plainly indicate in which direction the wind is blowing. Think it over.

CHAIN VS. INDIE

Griffith Bucking Wade in Gainesville

Bucking A. V. Wade, independent operating the Majestic at Gainesville, the Texas, under Griffith Amusement Company protection, is playing the biggest pictures at the lowest prices, according to an advertisement which ran recently in the Gainesville newspaper.

"Silence," one of Paramount's best pictures, was played for 10 and 5 cents, coming under the Wednesday and Thursday bargain days.

Bargain Days continue at the Texas the balance of the week as the ad reads "Two for One" on Fridays and Saturdays.

Wade, at the Majestic, has not been meeting these prices, it is said.

Cole on Survey to Defeat Theatre Tax

Realizing that a ten per cent gross admissions tax on tickets over ten cents is a matter of life and death at this time for fifty per cent of the theatres of Texas, Col. H. A. Cole, president of Allied of Texas, has set to work on a survey of theatre receipts and disbursements, calculated to prove to tax investigation committees that theatres are no place to impose any sort of admission tax, which, it can be proved, is paid by theatre men themselves and not the public

If the theatre men will just do what they are asked to do, he said, the job of completing the survey will be made easier, and ample data will be ready to answer these committee investigations.

"We must have the cooperation of exhibitors, and if they will just answer letters, the job can be accomplished," he declared.

"There are no exhibitor politics to be played in the tax question. It is just a question of fighting for all we're worth and exhibitors had just as well recognize this fact."

Taxes have to be defeated at home, Mr. Cole believes, and for this reason the survey has been started in Texas by Allied.

Legislators believe that the public pays the tax and not the exhibitor, and that is the thing that must be answered.

The survey will include a trend of admissions today to show that if the exhibitor has had to put admissions down to 30 cents from 40 cents that it will be impossible for him later to raise back to 40 cents to take care of the tax. The fact is that the exhibitor will only get about 25 cents should a tax be inflicted.

"About a year ago I sent out a bulletin saying that admissions would have to come down, and was criticized for it," Mr. Cole said.

Admission prices have come down the region over and this trend must be impressed on tax committees.

"It's going to be the hardest fight this industry has ever seen. Legislative tax committees are asking about profits, and if we don't show them the actual conditions they will say we are making

(Continued on page 9)

BLIZZARDAIRE HAS REVOLUTIONIZED THE INDUSTRY!
Special Off-season Prices Expire Jan. 1.



Low Factory Prices—Terms.
No Humidity — No Noise — Even Distribution
J. O. FORD, Factory Representative.
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~~~To Those Who Have Long Been Our Customers
~~~To Those Who Have Not Yet Had Dealings With Us

We Wish You All
A Very Merry Christmas
And A
Happy, Prosperous New Year

Herber Bros. & Wolf :-: The Phototalker Co.
Distributors of
Universal Sound-On-Film :-: Operadio All A C Amplifiers

New Owl Show

As H. A. Daniels was driving south on the road near Italy, Texas, a big swamp owl broke through the windshield of Daniels' car. It did not molest the driver, but did some heavy scratching on the face of Al Jaffe and spattered the broken glass over "Dad" Shaw, the two other occupants of the vehicle.

Daniels, United Artists' representative, was going into southern territory and was taking Shaw, chinaware man, and Al Jaffe, repreesnting Honey Boy & Sassafras, a part of the way with him.

The trio was stunned and it was several seconds before the owl was found in the car, revealing to the awed film men just what had take nplace.

Walker on Tax

(Continued from page 3)

aside until this matter is settled," the letter read.

As a further effort to arouse the trade as to the imminent tax danger, Judge Walker also has issued the following communication:

"DO YOU WANT YOUR THEATRE CLOSED?

"Do you know that if the 10 per cent admission is placed on the Industry by the Government, 75 per cent of the little theatres in Texas will have to close. There is no business in the industry that can exist on 10 per cent direct tax on its gross receipts unless it has some way of increasing its receipts to take care of the tax.

"The government is demanding of congress that it place a 10 per cent admission tax on all theatres. Stop and figure what this means to you! If you do $20,000 gross business, you must pay the government $2,000.

"There is no other business, big or little, upon which such a tax will be asked. The proponent of the bill expects the theatre owner to add this 10 per cent to his admission. You know and I know this cannot be done. Every exhibitor in Texas today is trying to reduce admissions. It is a direct tax upon the poor people because a big percentage of our customers are of the working class and people who are not able to pay this increase or bear the burden of this tax. The people who once filled your theatre are now out on account of admission price. Do you want the rest out?

"Secretary Mellon evidently feels that he will get this from the class of people that cannot fight back, but if we expect to stay in business, we must fight back.

"Start running slides, trailers and other propaganda against admission tax. Get your patrons to write letters to your congressmen, or furnish them with a letter or postcard addressed to the congressmen, asking them to sign and mail it. Do this at once.

"Go to your banker, merchants and professional men and ask them to write the congressmen. Now is the time to begin work and keep it up. Get up a petition protesting against this tax—keep it in your lobby, secure as many signers as possible and mail to your congressmen, however, personal letters will get better results.

"We can stop this tax if everybody will work. SO GET BUSY!

"Yours very truly,
"ROY L. WALKER,
Pres. Theatre Owners'
Protective Association."

NEW KING JOB

Mirror Theatre Furnished on Lavish Scale

W. B. King, theatre decorator, remodeler and acoustical expert, who has several hundred jobs to his credit over the region, is just finishing up one of the best jobs in his career, the old Ritz, transformed into the New Mirror for Hughes-Franklin. The Mirror will open Christmas Day.

A silver and black motif on a scale that properly fits a much-scarred interior, is done on a very lavish scale and is a high example of theatre decorative art.

The house gets its name from thousands of small pieces of mirrors inset in panels throughout the entire lobby and foyer.

Another big job recently completed by King was the former Palace in Little Rock which reopened as the Palaski in honor of the owner of the building. New cushioned seats were installed on this job which opened Saturday of last week.

A high-school auditorium in McKinney, Tex., was also recently decorated by W. B. King.

Mousers Spread

(Continued from page 3)

now on the west coast for the holidays but will return in January to take up the work where he left off.

In a letter to J. B. Underwood, Dallas branch manager of Columbia, distributors of the one-reelers, Nichols said he will call on all theatres on the highway between El Paso and Dallas.

The theatres already handling the Mickey Mouse Clubs include: Oak Lawn, Arcadia; Texas and Old Mill, Dallas; Texan, Lufkin; Texas, Kilgore; Crystal, Gilmer; Lamar, Paris; Texas, Sherman; Ritz, McKinney; Palace, San Antonio; Dixie, Waxahachie; Grand, Ennis; Texas, Palestine; Grand, Corsicana; Palace, Seguin; Princess, Luling; Royal, Laredo; Rivoli, San Benito; Place, Corpus Christi; Rialto, Cuero, Princess, Del Rio; Texas, San Angelo; Palace, Sweetwater; Plaza, El Paso; and the Ritz, Muskogee; and Liberty, Durant, Okla.

—— Merry Xmas ——

NEW YEAR ISSUE
December 29

Wishing You a Very Merry Christmas
plus
A Happy and Prosperous New Year
Sincerely
WALLACE WALTHALL
District Manager
NATIONAL SCREEN SERVICE
DALLAS

Wishing Our Many Friends and Customers
The Season's Greetings
and a Prosperous New Year
BUFFALO ENGINEERING CO.
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THE PUBLISHER'S PAGE

Confidence and Courage

WITH the year drawing to a close and, with the somewhat jumbled perspective that may have been given to people as a result of general conditions that have forced all industry to have a dismal outlook, it is but natural to reflect upon brighter days—the history-making days—of the motion picture industry. If there is any one thing that alone can be labeled as responsible for the growth of this industry to its tremendous size, it is CONFIDENCE, aided and abetted by courage.

CONFIDENCE is the spur to ambition; it is the executor of ideas; it is the silent voice that says, "Yes, stick to it!" when others berate; confidence is the guiding hand that opens closed doors to fame and fortune; it is a fighting force that creates, that explores and that achieves success; confidence is a builder of business and industry.

WHEN we look back upon the earlier days—the pioneering days—of the motion picture industry, when the flickering shadows were considered but a passing fancy, it was confidence that kept alive this new form of entertainment. Confidence in themselves and in their ideas enabled men like Zukor, Lasky, Laemmle and Fox to build their poverty-born enterprises into world-wide institutions. Confidence made the store-room nickelodeon become a palatial edifice. Confidence spurred the Warner Brothers to blaze the trail with talking pictures and to lead this industry to greater achievement when unbelievers shook their heads.

TODAY this industry is in the midst of a crisis as are many other industries. An economic situation has been reached that seems to be an impasse in the road to further progress. Certain of the industry giants seem to be tottering. And once again we see the unbelievers going about, shaking their heads.

Confidence in itself is what this industry needs today; confidence of its people in their leaders; confidence of its leaders in their people. And with this is needed courage —courage to look facts squarely in the face; courage to come out of the clouds and down to earth; courage to roll up the sleeves and start in to work—harder than ever; to rebuild where necessary; to build anew. And to go about it all with a confidence of winning.

Confidence and courage—they're an unbeatable team!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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Here's Another Great Universal Serial For You To Clean Up With!

DETECTIVE LLOYD

With the first actual scenes ever made in Scotland Yard

The kind of story that is greeted with a riot at the announcement of each new episode...featuring **Jack Lloyd**...directed by

Henry MacRae

who also directed those money serials, "The Indians are Coming" and "Battling with Buffalo Bill".

Presented by Carl Laemmle in conjunction with Mutual Pictures, Ltd., Distributed by

Universal—The Hit of the Industry!

ALONG FILM ROW

A new theatre for colored has been opened in Longview, east Texas oil town, by the C. K. C. Amusement Company. The showhouse is called "The Ritz," and is managed by J. Clyde King, one of the owners.

* * *

Mr. and Mrs. J. I. Roberts and baby daughter, of New York, arrived in Dallas Monday to spend Christmas holidays with relatives and friends. J. I. is now manager of the New York branch of National Theatre Supply Company after serving some months as sales manager and assistant to the president, handling country-wide business. The Roberts will remain in Dallas until January 1.

* * *

Walter Young is the party's name who purchased half interest from H. Ford Taylor in the Palace at Big Lake. Taylor is already re-located in Hamlin where he is now operating the town's one theatre under the name of Ritz.

* * *

J. T. Hughes, of the Texas at Rusk, was a recent visitor to the Dallas market and at the TIMES office.

P. E. Wilson, owner of the colored Circle on Deep Ellum, has been heralding the arrival of the third youngster in the Wilson household, a fine boy This family of five plans a great time this Christmas with three kids to be the center of attraction for two proud parents

* * *

H. W. Little, operating the Strand and Ritz in Uvalde, was in Dallas last week for a visit with Don Douglas, an associate in the enterprises. Douglas buys and books for the two houses and Little handles the local management problem.

* * *

A certain film salesman making south Texas advises all his contemporaries and exhibitor friends not to have liquor in their cars when passing through the country near Falfurrias. They are really shaking down the cars in that locality, he said.

* * *

Alex Hughes, former Publix manager, who has taken over the old Majestic at Hillsboro, was buying on the Row Friday.

Jesse Oakes is reworking a location for a theatre which he will soon open in Cameron and is also preparing to open a house in Valley Mills at an early date.

—— Merry Xmas ——

Hollywood — Kay Francis has been assigned the leading role in "The Black Robe," soon to be filmed at Paramount's Hollywood studios under direction of Lothar Mendes.

Publix-Richards

(Continued from page 3)

holdings, is also said to have been in New York and interested in the huge transaction. His right-hand man, W. E. Paschall, now directing the Dent houses for Publix, is also one of the executives in Gotham.

After many predictions that Dent would never re-enter the show game, reliable informants say that he is to be a very impartant figure with Richards in taking over all the Publix southern houses. For many years Richards and Dent have been close business associates and both have been free from theatre activities for some time. Richards, it is reported, refused an enormous salary from Publix to handle the South at the time Publix took over Saenger.

Whether or not the Publix houses will be taken back into the Saenger Amusement Company, or whether or not a new company will be formed, is considered uncertain. It is believed a fact, however, that Richards will be the ring-leader and that Dent will be second in the set-up.

Close at hand obligations of Publix is said to be the turning point for the huge deal believed in the wake which will involve not only the smaller Publix towns, but also every key city house under the Publix banner.

WE BUY AND SELL USED SIMPLEX PROJECTORS

COMPLETE LINE STANDARD PROJECTION EQUIPMENT
and Projection Accessories
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MERRY CHRISTMAS EVERYBODY

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X-CELL---MELLAPHONE
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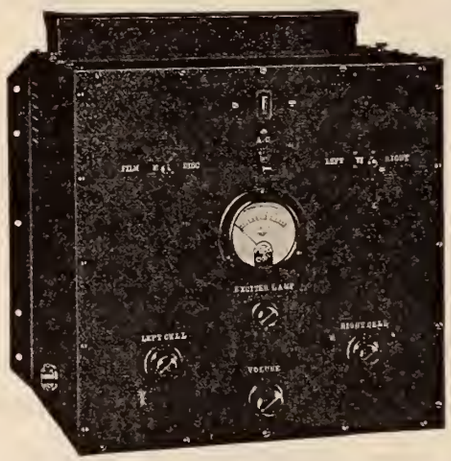
[MR. A. W. LILLY, of Greenville, Texas, Buys X-CELL-MELLAPHONE for his Commerce, Texas]

Mr. Lilly knows a good investment when he sees and hears it.

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Calderon Plans Film Production

Raphael Calderon, prominent and substantial exhibitor, of El Paso, operating the International Amusement Company, leaves for Mexico City as soon as possible, he says, to head a production company there for the making of Spanish pictures, planning later to come out with English-speaking versions, it is said.

During Calderon's absence from his El Paso offices, Alberto Salas Porras will look after the business of Internaional.

In a letter to J. B. Underwood, manager of the Columbia office, Calderon says he will always remember his friends in this business no matter how far away he happens to be.

—— Merry Xmas ——

PLAN ROADSHOWS

Mapping Plans for "Ten Nights in a Barroom"

K. Lee Williams, well-known roadshow man in the Oklahoma territory, and L. C. McHenry, hot-shot film campaigner, were in Dallas last week making arrangements to invade this section with "Ten Nights in a Barroom." The opening gun will be at the Texas in Oak Cliff, according to a tentative announcement.

While in Dallas McHenry quoted one of the Griffiths in Oklahoma City as saying that "Ten Nights" is the biggest money-maker on the market today

McHenry has a big campaign mapped out and trucks, lights, etc., go with each show unit. Tie-ups are effected with dry organizations, and the sky is the limit on plans to exploit and advertise the picture in each town.

Both Williams and McHenry will return to Dallas soon when they will make further definite announcements.

—— Merry Xmas ——

DURANT CHANGES

Terry Opens Metro; Davidge Opens Queen

C. D. Jackson was in town from Durant where he is managing the Liberty for Hughes-Franklin. He informs us that John Terry has recently opened the Metro there. Terry owns houses at Wewoka, Clinton and one other town

Miller Davidge, former H-F manager, opened the old Queen in his own right, which name he has changed to Ritz. Davidge boasts the only home-owned theatre in the town.

Cole on Tax

Continued from page 4)

money. The independent theatre is the only source for this information as the circuits usually decline to uncover their records for any purpose."

Mr. Cole has already filed information with a tax committee on the gross intake and disbursements of his own theatres in Greenville and Bonham.

He is now asking that every theatre tell him what they were charging a year ago as compared to what they are chargng now. If he can get 200 theatres to do that and another 100 theatres to give him a simple financial statement for the past year it won't be hard to show congressmen and state legislators that the theatres cannot pay. Such information only will be a satisfactory answer, he believes.

—— Merry Xmas ——

Columbia Expands

H. C. Kaufman, assistant manager of the exchange operations' department, is in Dallas supervising an enlargement of the Columbia branch including new vaults and increased shipping space. Columbia has had a great increase in volume this year over recent seasons.

SALESMAN ROBBED

National Screen Man Severely Beaten

Lester Gibbs, traveling salesman for National Screen Service, was held up as he was traveling in his car between Muskogee and Wagoner, Okla., and robbed of his money and overcoat. He was beaten over the head with a revolver and severely injured.

The robbers escaped in their car, after first throwing the injured man's keys away.

He was brought to a hospital in Oklahoma City by Wallace Walthall, district manager, and given treatment and is now progressing as rapidly as could be expected.

—— Merry Xmas ——

Okalhoma City Notes

With many rumors in the air, stock may be replaced by vaudeville in Oklahoma City in the near future.

Preview at Midwest Saturday night was "Yellow Ticket," and "Private Lives" at the Criterion.

Wallace Walthall, district manager for National Screen Service, Dallas, visited Oklahoma City Monday and secured some nice business from Griffith Bros. and Mid-West Theatre Operating Co. While in the city, Walthall visited Bethlehem Commandery No. 45 Knights Templar, and helped in the annual election of officers, and of course, after the meet, all Sir Knights present, were the guests of Sir Knight Walthall for light refreshments.

"LITTLE EVA" BACK

Effie Shannon Cast for "The Wiser Sex"

New York — Effie Shannon, who left temporary retirement last season to appear with Fay Bainter and Walter Hampden in the revival of "The Admirable Crichton," has been signed by Paramount for an important role in "The Wiser Sex," now in rehearsal at the New York studio, with a cast headed by Claudette Colbert, Lilyan Tashman, William Boyd, and Melvyn Douglas.

Making her first appearance on the stage in 1873 as Little Eva in "Uncle Tom's Cabin," Effie Shannon has been a prominent figure in the theatre for the last half-century. In recent years, Miss Shannon has played in the all-star revival of "Trelawney of the Wells," "L'Aiglon," "Her Unborn Child," "Good Boy" and "Merry Andrew."

—— Merry Xmas ——

Start Buck's Next

Hollywood — Production has started on "High Speed," Columbia's next starring vehicle for Buck Jones. This will be the seventh feature in the series of eight outdoor dramas the star is making for the company.

GOODALL SOUND ON FILM COMPLETE ALL A.C. OPERATED FOR POWERS NOW

SMALL DOWN PAYMENT **$850.00** SMALL WEEKLY PAYMENTS

2 Sound Heads with Special Cabinet complete including Pre-amplifier All A. C. System.

$595.00

Sound Heads only $295.00 per pair.
WRITE FACTORY FOR OUR NEW 1932 CATALOGUE

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SOL. J. DAVIDSON, Representative
State of Oklahoma
704 West Grand. Oklahoma City, Okla.

Plea for Tax Fight Aid

WARNER CONFIDENCE VOTE

Stockholders Vote for Millions of Extra Surplus; Warners Pledge Fortunes in Fight.

New York—Warner stockholders at last Tuesday's meeting registered a rousing vote of confidence in the company and its executives by approving the organization's recent proposal to fix the stated value of its stock at $5 per share. This provides the corporation with a surplus of more than $60,000,000, compared with present earned surplus in excess of $200,000.

That the Warner brothers stand ready to spend their entire personal fortunes and all they can borrow to back up their company and fight any attack on their sincerity and honesty, is indicated in the attitude of H. M. Warner, president, in the following statement:

"They will not attack a good name that we have worked to build and establish for many years. We will spend what we have and what we can borrow to fight back. I know the reputation of the men who bring these suits against our company, but we will fight. I have never been in Wilmington before. I have been too busy. One of my brothers died working for your company and mine. They carried him out of the studios to the hospital. My

(Continued on page 18)

Speed Para. Schedule

45 of 65 Films to be Released This Season Will be Finished or in Work by January.

Hollywood — Nearly a year to go and 45 of Paramount's schedule of 65 features for release this season will either be completed or in work by January 1.

"Shanghai Express," with Marlene Dietrich and Clive Brook, "The Man I Killed" and "The Reckless Age" have been completed.

In production are "No One Man" with Carole Lombard, Ricardo Cortez and Paul Lukas; "Two Kinds of Women," a William DeMille production featuring Miriam Hopkins and Phillips Holmes, and "One Hour With You," with Maurice Chevalier, Jeanette MacDonald and Charles Ruggles.

Pictures that will be in production by January 1, are "The Black Robe," with Fredric March and Kay Francis; "The Miracle Man" with Sylvia Sidney, Chester Morris, Robert Coogan and Boris Karloff; "Dancers in the Dark," with Miriam Hopkins, Jack Oakie and Lyda Roberti, and "Sky Bride," with Richard Arlen and Carole Lombard.

HI-LITES IN THE WEEK'S NEWS

New York — Milton Silver for the past three years advertising manager of Universal, has resigned to accept another advertising position. Universal has not yet announced his successor.

Hollywood — Fox West Coast Theatres have been forced to adopt the dual feature policy because of practice by independents, executives of the circuit announce. Although they regret the move is necessary, officials state that such a policy is required to meet competition.

Hollywood — Warner-First National will have 32 features on the present schedule completed or in work by March 1, according to an announcement by Jack L. Warner. It is understood that comedy will get the break.

Washington—Another bill aimed at block booking has been introduced in the House by Rep. Emanuel Celler of New York. It would be effective six months after enactment. Violation would make the offender liable to a fine not to exceed $10,000 or more than one year in prison, or both.

Los Angeles—No successor to Harold B. Franklin, who recently resigned as president of the H-F theatre interests, has been named. Howard Hughes has called a meeting of the circuit division managers to discuss future plans.

A worthy cause, that Film Daily relief fund. Mail your check to Film Daily today.

M-G-M Net Dips

New York — Metro-Goldwyn Pictures' net profit for the year ending August 31 was $6,257,998, after all charges and taxes, or more than a third under the $9,924,869 in the previous year. Gross income slipped from $35,327,259 in the year before to $34,799,957. Surplus increased from $4,989,554 to $5,936,722.

Lankford Would Put Gov't. in Film Biz.

Washington — The government will go into the film production business on a scale to cost not more than $1,000,000,000, if a bill introduced in the House by Representative Lankford of Georgia is adopted.

The measure was referred to the Committee on Expenditures where it is expected to die the horrible death of the well-known rag doll. Under its provisions a department of general welfare will be administered by the Federal Trade Commission, produce pictures which would be given free to schools, universities, patriotic, civic and other organizations. In some respects it is similar to the old Hudson bill.

RKO to File Answer

New York—Answers to J. Cookman Boyd's receivership petition filed in Baltimore and to Boyd's injunction proceedings last week in which he attempts to restrain RKO from carrying out its refinancing plan will be filed this week in Baltimore, according to B. B. Kahane, attorney. RKO officials state that the company is now financially sound and that the suit can be tried only on the mismanagement charge. Final hearings on both actions will not be scheduled until after the new year.

Lightman Scores Federal Levy Proposes; Issues Appeal for Prompt Exhibitor Help.

National President M. A. Lightman, of the Motion Picture Theatre Owners of America has issued the following stirring declaration against the proposed ten per cent tax on the gross receipts of theatres:

"Direct taxation on motion picture theatre admissions is most unfair as it places the burden upon the man of average circumstances and in many instances upon the very poorest, as the motion picture theatre caters to the masses.

"Obviously taxation should be so designed as to be derived from the nation's wealth in proportion to its distribution. If for no other reason this tax is manifestly unfair.

"Secondly, the motion picture institution is essential to a community. The educational value and the general benefits derived from it are of such significance that anything designed to cripple them is unpatriotic and tends to handicap civic advancement. Then too, why should not the welfare of the motion picture industry be considered? Is it reasonable to single out certain industries and burden us in a crisis like this when the load is so heavy now that it is only with difficulty that we can keep going?

"If it is fair to tax admissions to a theatre why is it not fair to tax every commodity of any kind for which an exchange of money is necessary?

"Exhibitors of the nation should rise up in arms against this drastic proposal. The power of the screen should be utilized to its utmost to combat this thing.

"The citizens of your community should virtually be commanded to come to our defense by storming the capitol with letters of protest. Exhibitors you must respond. Have thousands of your customers write, wire or telephone your congressmen protesting against this unfair proposal. If you depend upon the other fellow we are sunk. Get busy!"

—— Merry Xmas ——

Start Custer's Third

Hollywood—The third Bob Custer Western for Big 4 started Friday, December 11. The tentative title of "Wanted—a Riding Boss," will probably be changed when the film is further in production.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

Alexander Hamilton—Warners (73). Historical drama which gives Arliss a chance to display his superb ability. Entertainment of the highest standard. (Oct. 6)

Are These Our Children?—Radio (84). Another masterful production by Wesley Ruggles, the director of "Cimarron." Picture has a powerful message. (Nov. 17)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Beloved Bachelor—Paramount (68). Highly sentimental romantic type of story which should please generally. Paul Lukas and Dorothy Jordan co-starred. (Oct. 27)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Border Law—Columbia (54). Typical Buck Jones western with a thrill-a-second that shouldn't disappoint the lovers of the old-fashioned horse opera. (Oct. 27)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Champ, The—M-G-M (87). Wallace Beery and Jackie Cooper rise to superb heights in this picture filled with human interest and action. (Nov. 24)

Compromised—First National (55). Good comedy-drama for the small town audiences. Rose Hobart and Ben Lyon head the cast. (Nov. 24)

Convicted—Artclass (63). Good murder mystery that is entirely plausible from beginning to end. Excellent cast headed by Aileen Pringle. (Oct. 20)

Dangerous Affair—Columbia (71). Jack Holt and Ralph Graves together again as buddies who have a series of exciting adventures in a haunted house. Excellent comedy mystery drama. (Oct. 6)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Fanny Foley Herself—Radio (72). Edna May Oliver in the title role makes this picture really worthwhile. It is 100 per cent Technicolor. (Oct. 20)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Girls About Town—Paramount (78). Lilyan Tashman and Kay Francis keep this moving at a fast pace with amusing repartee. (No. 3)

Heartbreak—Fox (80). Romantic drama with the war as a background; good cast headed by Charles Farrell. (Nov. 10)

Honor of the Family—First National (66). Broad and sophisticated screen fare not for general family trade; Bebe Daniels starred does excellently. (Oct. 27)

Leftover Ladies—Tiffany (67). Comedy-drama which makes excellent screen entertainment. Claudia Dell and Walter Byron excellent as the leads. (Nov. 17)

Local Boy Makes Good — First National (68). Joe E. Brown gives a topnotch performance in a new type of role. Excently directed comedy. (Nov. 17)

Mad Genius—Warners (81). John Barrymore in a brilliant character role as a deformed ballet dancer. (Nov. 3)

Man From Death Valley—Monogram (60). Tom Tyler in a pleasing action story with some thrilling gun play. (Oct. 6)

New Adventures of Wallingford—M-G-M (94). Another winner for M-G-M. Cast headed by William Haines brings the famous George Randolph Chester characters out in the finest manner. (Oct. 20)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Palmy Days — U. A. (78). Lively and tuneful song and dance production featuring Eddie Cantor; sure fire box office in any spot. (Oct. 13)

Penrod and Sam — First National (71). Booth Tarkington story that never grows old. Just the type of picture for family trade. (Oct. 6)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Platinum Blonde—Columbia (82). Delightful screen fare with general appeal. Robert Williams steals stellar honors. (Nov. 10)

Riders of the Purple Sage—Fox (58). The popular Zane Grey story brought to the screen again. Will please western fans in the smaller houses. (Oct. 13)

Road to Reno—Paramount (73). Amusing satire on the divorce question starring Lilyan Tashman as the much married and divorced wife. (Nov. 3)

Road to Singapore—Warners (73). Tropical romance with implausible story which depends mainly on William Powell for its chief draw. (Oct. 13)

Secret Service — Radio (70). Splendidly mounted opus of the Civil War days which provides Richard Dix with a suitable role. (Nov. 3)

Shanghaied Love—Columbia (67). Thrilling romance and adventure sea story of clipper ship days with a strong cast headed by Richard Cromwell, Noah Beery and Sally Blane. (Oct. 20)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Skyline — Fox (68). Popular entertainment that sholud get over anywhere. Thomas Meighan and Hardie Albright as father and son do exceptionally fine work. (Oct. 20)

Smart Woman—Radio (67). Cast keeps this one above average entertainment value; Mary Astor is convincing. (Oct. 27)

Sob Sister—Fox (69). Excellent work of James Dunn and Linda Watkins holds this exaggerated tabloid newspaper drama above average entertainment. (Nov. 3)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Spirit of Notre Dame — Universal (80). Excellent football subject, fast moving and crammed with action. J. Farrell McDonald as Knute Rockne does a fine job. (Oct. 13)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Strictly Dishonorable—Universal (94). A picture that teems with charm and a subtle undercurrent of humor. Lucas, Fox and Stone do excellently. (Nov. 24)

Sundown Trail—RKO Pathe (53). Good clean western for family trade showing Tom Keene in his first effort for RKO-Pathe. (Nov. 3)

Susan Lenox—M-G-M (75). Poor vehicle for Greta Garbo who rises above the story and by her performance makes a highly interesting feature. (Oct. 27)

Touchdown—Paramount (80). A football picture that is sure fire in any box office because it dares to be different. Cast of big names headed by Richard Arlen. (Nov. 24)

Twenty-four Hours — Paramount (66). From Louis Bromfield's popular novel of gruesome happenings that occur during 24 hours. Clive Brook heads the cast. (Oct. 13)

Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Way Back Home—Radio (80). One of the sweetest and wholesome pieces of entertainment for some time, starring "Seth Parker" of radio fame. (Nov. 10)

Wicked—Fox (55). Too much sordid prison sequences and only for the brightening up by Una Merkel the picture would be rather morbid. (Oct. 6)

Yellow Ticket—Fox (83). Excellent melodrama with the Czarist regime in Russia as the background. Landi, Lionel Barrymore and Laurence Olivier are superb. (Nov. 17)


MOVIE
GOSSIP
1931
NOVEMBER
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SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . . BY PRACTICAL SHOWMEN

Warners Push Kiddie Clubs

THAT Warner Bros. Theatres are going after the juvenile business is indicated in an announcement by Dan Michalove that an extensive drive is under way to form Kiddie Clubs in every spot served by a Warner Theatre. Miss Doris Warner, daughter of H. M. Warner, president, has been placed in charge of the Kiddie Club work.

As part of the preliminary work done by managers in the Pittsburgh Warner zone upon forming their Kiddie Clubs, the planting of the following editorial, which, with slight changes in the reading matter, can be printed at any time to spur club activities—as suggested by Warner Theatres' "Carry On":

"Supplying the proper entertainment for our children in this so-called jazz age has become a vital problem for parents, schools, Parent-Teacher Associations and Child Welfare Organizations. It is a problem often discussed . . . but about which very little action has been taken.

"A forward step in the right direction has been taken by Warner Bros., a national organization with theatres from coast to coast. This organization, which produces pictures, as well as maintaining theatres for exhibiting them, is forming a national chain of kiddie clubs. A total of 100,000 children are said to be enrolled in this club at the present time, and new chapters are being organized weekly.

"The ———— theatre, owned and operated by Warner Bros., has just formed a local chapter of this national kiddie organization.

"The purpose of this club is to foster clean, censored entertainment, suitable for the consumption of children. Through the functioning of this club it also is hoped to instill in the younger generation a more thorough understanding of the requirements of good citizenship. And to this end, one of the major plans calls for the appearance before the members of outstanding citizens in the community. Maybe your physician will speak to them on general health hints; your dentist on special care of the teeth; your mayor on 'How to Become a Good Citizen'; or your minister on the 'Building of Manhood.'

"Every member of this club must take the following pledge:

" 'Loyalty to My Country; Obedience to My Parents; and Love for My Fellow Playmates.'

"Certainly this is a creed every mother and father would be proud to have their child live up to.

"We are told there will be regular meetings of the club . . . especiallly selected entertainment; group singing; special contests . . . and other events that go to make up a program of clean, healthful juvenile amusement.

"Such a plan as the Warner Theatres have outlined is a grand movement in the right direction; and should be looked upon with favor by parents, teachers, and others deeply interested in the proper educational and moral entertainment of men and women of tomorrow!"

—— Merry Xmas ——

Gridiron Newsreel Scoop Packs 'Em In

WHEN it first became known that Bernie Bierman, Minnesota alumnus and present coach at Tulane University, was to be signed as football coach at the University of Minnesota next year, Martin P. Kelly, live-wire Publix exploitation manager, bethought himself of sending to New Orleans to obtain newsreel shots showing Bierman in action on the football field and with members of his family.

These pictures were shown on the Minnesota Theatre screen the day when formal announcement was made in the newspapers regarding the Bierman acquisition. It was a great scoop for the showhouse and made a considerable hit with patrons. The pictures, of course, were advertised to the limit.

"Scrappy" Toys

A manufacturer of novelties has designed an important part of his product around Charles Mintz's "Scrappy," animated cartoon character made for Columbia release. These novelties will receive international distribution.

Hamrick Features The Whole Show

JOHN HAMRICK, operator of theatres in Seattle, Wash., and in Oregon, has changed his advertising policy. If not the first, he is among the first to see a great light and profit accordingly.

Throughout this section of the country it has been the custom of exhibitors to splurge on the features making up their programs. Instead of sticking to the old shopworn plan of devoting all the newspaper space taken by his theatres to the features they are showing Hamrick is seeing to it that his lieutenants are advertising the whole show.

The first evidence of the new policy was given recently when, in announcing "The Ruling Voice" at the Blue House, Hamrick played up two Vitaphone shorts, Mr. and Mrs. Jack Norworth in "The Nagger's Anniversary" and Ted Husing in "Sportslants." The reaction was so strong that Hamrick is now a thorough believer in advertising the whole show, every unit being given display space.

—— Merry Xmas ——

Sells School Tots on "Alexander Hamilton"

IN seeking effective means of calling attention to the Warners productions showing George Arliss in "Alexander Hamilton," Leon Pickle, manager of the Kentucky Theatre in Henderson, Ky., figured he could do nothing better than rouse the interest of the school children in the picture. If he could succeed in this he felt the enthusiasm of the children would be carried into their homes, and the stunt would prove to be a double-barreled one with both barrels working.

Having obtained permission of the school board, Pickle personally addressed the students in the various schools, dwelling on the life of Hamilton and the era in which he moved. The big moments in the life of the first treasurer of the Republic were stressed and references were made as to the manner in which these were shown on the screen in the Arliss picture. The manager's address went over with the young people so well that he was asked to repeat it before the classes in history.

Carrying out the original idea still further Pickle conceived the idea of getting the high school classes to arrange for benefit presentations of "Alexander Hamilton" and in this he was also successful.

The stunt, while it involved a lot of labor for the Kentucky manager, was entirely devoid of expense. Another point regarding it is that it can be carried out with any picture that has an historical or educational background.

—— Merry Xmas ——

Magazine Tieup

THE Minnesota Theatre, Minneapolis, was lucky enough to have Liberty Magazine come out with a four-star review on "The Champ" the same day that the picture opened. The theatre capitalized the lucky break by arranging with the magazine distributor to have 700 distributors carry cards on their bags advertising the picture and theatre. All that the showhouse had to do in return was to admit the boys to the theatre as its guests to see the picture.

Decorated Trolley Awakens Fans

FOR the turn-away audience that saw the opening of the First National production of Joe E. Brown in "Local Boy Makes Good" at Warners' Kenosha Theatre, in Kenosha, Wis., "Doc" Miller, manager of the house, gives much of the credit to one of his stunts.

Miller arranged with the street car company for the use of one of its trolley cars. Covering the sides of the car with banners announcing the picture and engaging a ten-piece band to accompany it Miller had the car run throughout the city on the day of the opening. For two hours in the afternoon and for an hour preceding the first showing the car was in operation and attracted a lot of attention.

—— Merry Xmas ——

Music One-Sheets Draw in Minny

POPULARITY of overtures at the Minnesota Theatre, Minneapolis, has resulted in a local music publisher requesting the showhouse to make one-sheets of any number handled by it, whenever the numbers are played at the Minnesota.

These cards are spotted in excellent locations in loop store windows.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Heaven on Earth

Universal—75 Minutes

Cast: Lew Ayres, Anita Louise, Harry Beresford, Elizabeth Patterson Slim Summerville, Alf P. James, Harlan Knight, Jack Duffy, Peter Richmond, Robert Burns. Directed by Russell Mack.

An engrossing story of "poor white trash," as that class of people lives along the shores of the Mississippi. Engrossing not so much because of story value, as because it presents a side of life new to most people. The tale, taken from Ben Lucien Burman's book, "Mississippi," deals with the feud between the "steam boaters" and the "shanty boaters." The tangled progress of the love of one clan member for a representative of the other group furnishes the plot. All ends well, however, following fights, dirty work, floods, etc. The yarn slides along in the happiness, misunderstanding, hatred, dawn-of-intelligence and eventual-reconciliation groove. The acting is pretty good, and there's comedy in spots. Universal has achieved a scenic success in this one.

SELLING SEATS: Sell this from the "life's-other-side" angle. Plug Lew Ayres. The press book offers good bookstore tie-ups.

—— Merry Xmas ——

Husband's Holiday

Paramount—76 Minutes

Cast: Clive Brook, Charles Ruggles, Vivienne Osborne, Juliette Compton, Harry Bannister, Dorothy Tree, Adrienne Ames, Chas. Winninger, Elizabeth Patterson, Leni Stengel, Dickie Moore, Marilyn Knowlden, Kent Taylor, Burton Churchill, Marjorie Gateson. Directed by Robert Milton.

What happens when a husband decides to roam is interestingly revealed in ths film adaptation of Ernest Pascal's novel, "The Marriage Bed." The picture gives an intimate view of American life in a realistic manner. Clive Brook is the romantic-minded husband who leaves his wife (Vivienne Osborne) and two children for a temporary spree with another woman (Juliette Compton). His wife merely regards the affair as a passing fancy, and tells him that he may expect no divorce-cooperation from her. Finally the trivial affair is terminated when both come to the realization that they could not make a success of a second marriage. Thus all ends happily for the family that had been so close to moral disaster. Brook's performance is convincing. Vivienne Osborne is sympathetic in her role. Ruggles brings plenty of chuckles as a hen-pecked husband. Juliette Compton acts her part in a splendid manner. Dickie Moore and Marilyn Knowlden are the youngsters everyone will love.

SELLING SEATS: Play up the strong cast of names and appeal to husbands and wives and girls who contemplate marriage. Tie-up with bookstores on the novel.

Men in Her Life

Columbia—75 Minutes

Cast: Lois Moran, Charles Bickford, Victor Varconi, Donald Dilloway, Luis Alberni, Adrienne D'Ambricourt. Directed by William Beaudine.

Excellently dramatized version of the popular novel by Warner Fabian of a girl's search for love. The picture rises above being just a program picture because of the absorbing interest sustained throughout. The heroine is a young society girl who is lured to France for romantic adventure. She meets a Count whom she thinks is her ideal until the suave gentleman steals all her money and jewels. Along comes Charles Bickford, retired New York racketeer, who helps her out of her financial difficulties and pays her to teach him to become a gentleman. Ah, you guessed it—romance! But to complicate matters she become engaged to the son of a famous senator. The Count attempts blackmail—more dirty work at the crossroads! Bickford murders the Count in self-defense, but the girl's testimony frees him. She loses the boy, but wins Bickford. Lois Moran gives an adequate performance as the heroine. Charles Bickford looks and acts his part in typical fashion while Victor Varconi as the menace plays his part as it should be played.

SELLING SEATS: Play up the new star combination. Feature Lois Moran in a new type of role. Tieup with bookstores on the popular selling novel.

FOR THE BOOK!

PICTURES REVIEWED BY ASSOCIATED PUBLICATIONS FOR 1931, WITH DATE OF REVIEW, WILL APPEAR DECEMBER 29.

WATCH FOR IT!

Surrender

Fox—69 Minutes

Cast: Warner Baxter, Leila Hyams, Ralph Bellamy, William Pawley, C. Aubrey Smith, Alexander Kirkland, Howard Phillips, Bert Hanlon, Tom Ricketts, Bodil Rosing, George Andre Beranger, Frank Swales, Joseph Sauers, Albert Burke, Jack Conrad. Directed by William K. Howard.

This picture, with a war background, is based on the novel, "Axelle," by Pierre Benoit. It could have attained a great screen success had its possibilities been more developed. As it is, the picture is slow, draggy and devoid of action. The point it tries to bring out is lost, for the picture is not compelling nor forceful enough to impress the audience. If it were not for the fine acting of Warner Baxter and Alexander Kirkland, this picture would have been a complete flop. Leila Hyams displays her dramatic ability in only one part of the picture—when she pleads for the life of Warner Baxter. The unusual architecture of the ancient castle also serves somewhat to attract the interest of the audience.

Briefly, the story concerns Warner Baxter, who is a French prisoner in the castle of a Prussian, Count Reichendorf (C. Aubrey Smith). While there he meets and falls in love with the beautiful Leila Hyams, a Prussian girl, and fiancee of Alex Kirkland, the Count's son. Leila fights against her love for Warner Baxter, but when the Armistice is signed and the war is over, she "surrenders."

This picture holds little interest for children because of its lack of action, although they may get a kick out of some of the "wisecracks" in the prison camp. "Surrender" is rather disappointing and a decided contrast to some of the really fine pictures Fox has produced in the past.

SELLING SEATS: Sell Warner Baxter and Leila Hyams on their past performances, not to overlook Bellamy and Kirkland, new Fox "finds." Don't play up the war angle as the fans are fed up on war stories. Stress the excellent photography.

SHORT SUBJECTS

Torchy Passes the Buck

Educational—17 Minutes

This one is a real rib-tickler, presenting further adventures of Sewell Ford's red-headed office boy. "Torchy," as usual, getting in bad at the office, tries to help out the son of his employer by picking up a deer, which has been shot out of season from the express office. The big laugh comes when "Torchy" runs with the buck and the persistent warden chases right behind him.

—— Merry Xmas ——

Stung

Radio—10 Minutes

Here's an interesting dramatic sketch with the punch in the climax. It is the first of Van Beuren's sketches based on the Liberty Magazine short stories, presenting a murder trial. Raymond Hatton is the dumb juryman and Maurice Black plays the accused.

—— Merry Xmas ——

The Unemployed Ghost

Paramount—20 Minutes

Another of the clever Tom Howard comedy skits. This one is very amusing along the same lines as the other Howard skits. Tom engages in some witty dialogue with a ghost who says he belongs to the unemployed. There is also a lot of mysterious clutching claw business to give the audience a creepy sensation.

—— Merry Xmas ——

Relativity and Relatives

Vitaphone—18 Minutes

Dr. Rockwell is shown as a relativity nut who escapes from an asylum and invades a college, where he has a great time with a professor and the students. The rapid-fire stage comedian delivers plenty of laughable gags and engages in some antics which are a scream.

—— Merry Xmas ——

Nanny

M-G-M—8 Minutes

Harry Lauder reel which is pretty good entertainment, carrying some good Scotch humor. Lauder again is seen on a stage appearing before a typical Lauder audience that laughs at whatever he does. He sings his famous "Nanny" song and breaks the verses with a monologue, peculiar to his talents.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

HOLLYWOOD is now satisfied that it's Clara Bow Bell, Rex and Clara have framed that Nevada marriage license to prove it and the celluloid city is beginning to believe that the pair might even be teamed in the "it" girl's comeback picture. In our estimation it would be a Bell ringer at the box office.

* * *

Harry Thomas, Monogram official and New York exchange head, visited the studios for a short survey of production activities. He found "Single-Handed Sanders," fifth of the Monogram series of eight westerns starring Tom Tyler nearing completion. Supporting cast includes Margaret Morris, Robert Manning, G. D. Woods, John Elliott, Hank Bell, Lois Bridge and Snowball. P. A. Charles directing with production under supervision of Trem Carr.

* * *

With his vaude tour of the Warner deluxe theatres completed, James Cagney is back in Hollywood all set to start work on his auto racing picture at the Burbank studios. The picture is tentatively titled "The Roar of the Crowd."

* * *

The following title changes have been made at Universal: The Slim Summerville-Zasu Pitts comedy-drama previously known as "Pudge" is to be released under the title of "Papa Loves Mamma." "Heart and Hand" with Walter Huston will reach the market as "A House Divided."

* * *

Marion Davies has started work on "Polly of the Circus," at M-G-M. This is her first appearance before the camera since she made "Five and Ten." Clark Gable plays the male lead.

* * *

It is now officially announced that Ruth Chatterton will make her bow as a Warner Bros. star in "The Rich Are Always With Us." Miss Chatterton has read the script and given it her approval. The story was supplied by E. Pettit. The star is to take an active part in selecting the players.

While Portland, Ore., is elated over the idea of filming drunken drivers for police evidence, Roy Pomeroy, technician wizard of Hollywood, says the idea is all wet. Pomeroy, who once made the Red Sea out of a couple of crates of gelatine, declares that a slight wobbling of the camera through inefficient operation could make a monkey out of the soberest man who ever walked a straight line.

* * *

M. H. Hoffman, Jr., George (Realtor) Hoffman, and Count Lapidus, Chryslered to San Francisco on a secret mission. Nobody knew the object of Hoffman, Jr.'s visit except Peter B. Kyne and therein lies the secret. M. H. conferred with the popular author on future stories. The result was five more Peter B. Kyne stories for production under the Allied banner.

* * *

Carl Laemmle, Jr. adds more youthful players to the Universal roster with the signing of Tom Brown, Arletta Duncan, Nedra Gillette and Gretchell Simpson. Tom Brown, the eldest of the group, is 18, and Arletta Duncan, the youngest, is 16. Brown played on the legitimate opposite Sylvia Sidney in "Many a Slip," Gretchell Simpson played stock in Massaehusetts, Arletta Duncan is a New Orleans beauty contest winner, and Nedra Gillette a college girl whose tests won her the lead opposite Slim Summerville in his next comedy.

* * *

The father of Marion Davies was admitted to the practice of law in California. He is Bernard J. Douras, former Brooklyn, N. Y., judge.

* * *

RKO - Radio Pictures' "Girl Crazy," first big musical extravaganza to be filmed in over a year, was further strengthened with the addition of Mitzi Green to an all-star cast. Already assigned roles are Bert Wheeler, Robert Woolsey, Dorothy Lee, Eddie Quillan, Ivan Lebendeff, Ken Murray and Arline Judge.

Loretta Young still has hopes of seeing New York. She has been planning a trip to the big city for many months but owing to demands of the studio production schedule has been forced to postpone it once more. The trip is postponed this time due to her co-starring with Winnie Lightner in a new comedy, as yet untitled, which goes into immediate production.

* * *

Notwithstanding rumors to the contrary, H. H. Hoffman, Jr., of Allied Pictures Corp., wishes it clearly understood that Security Pictures, Inc., of Chicago, I. W. Mandel, president, and no other company has the distribution of the Hoot Gibson specials and the Stage Classics for the Chicago, Indianapolis, and Milwaukee territories.

"No contracts for that territory have been negotiated for nor entered into with any distributor for the Allied product of the season 1932-33. This product will not be offered to franchise holders in any territory until January at the earliest," Hoffman advises.

* * *

Trem Carr, Monogram vice-president and production head, Mrs. Carr and their daughter, Carmen, have left the celluloid city for St. Louis to spend the holidays with relatives there. The Carr family is making the trip by motor and will return January 1. Production Manager Paul Malvern is in charge of production at Monogram studios during Carr's absence.

* * *

The latest Laurel and Hardy comedy now in production at the Hal Roach studios, originally titled "Top Heavy," has been changed to "Words and Music." James Parrott is directing.

* * *

Sidney Franklin has been assigned the direction of "Smilin' Thru" starring Norma Shearer. The assignment was awarded Franklin after M-G-M executives viewed the completed version of "Private Lives" in which Franklin directed the star.

WE MEET



REX BELL

With the press announcing to the world at large that Rex Bell is now a benedict, I am satisfied that I gathered the right meaning of his cautious attitude during our interview at the Monogram studios just a few days previous to the big event. No sooner had Rex finished a romantic lead in "The Law of the Sea," than he launched upon the sea of matrimony changing the name of the famous "it" girl from Clara Bow to Mrs. Rex Bell. Hollywood got a big surprise—we got a post card!

Following a period of five years under the Fox banner to become known as a western star prior to the exit of westerns with the coming of talkies, Rex decided to free lance. I am inclined to believe that he wrote finis to his western roles with his appearance in support of Tom Tyler, Monogram western star, in the Universal serial, "Battling With Buffalo Bill."

His departure from the western field comes about through Trem Carr giving him the lead in "Forgotten Women," Monogram melodrama. Faith in this young man's ability resulted in Monogram taking him away from a line of slow-moving parts to feature him as a wise-cracking newspaper reporter. He acquitted himself so well that Monogram signed him up again for their next melodrama, "Law of the Sea," giving him a romantic lead with Sally Blane, supporting William Farnum. Monogram's faith has been justified by the practically unanimous verdict of reviewers.

Congratulations, Mr. and Mrs. Rex Bell! May the bells of Yuletide ring in harmony for your happy and prosperous journey throughout the years to come.

Ramon Novarro gets a Christmas present in the way of a long-term contract with M-G-M. Under the terms of the contract, Novarro becomes both a star and director.

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Illumination's Prize Award

What It Is---How It May Be Won

With the announcement by the Beaux Arts Institute of Design, the American Institute of Architects, and the Illuminating Engineering Society of the founding of the Illuminating Engineering Society Prize, a comprehensive educational plan for study and research in the art of illumination has been set in motion.

While illumination has been an important consideration in the erection of modern buildings, the Illuminating Engineering Society Prize marks the beginning of a new era for illumination wherein it is recognized as an integral part of the architecture of our present-day structures and, as such, becomes the architect's newest medium with which to work.

The prize has been founded by the Illuminating Engineering Society and provides for annual prizes totalling $1,500 The fund is to be administered for the Society by the American Institute of Architects The educational work and the competitions which will be held annually, and for which the $1,500 prize has been provided, will be under the direction of the Beaux Arts Institute of Design.

The Beaux Arts Institute of Design was organized a quarter of a century ago by the Society of Beaux Arts Architects for the advancement of architectural education in America. The members of the Beaux Arts Society are selected from those men who have obtained their architectural education, at least in part, at the Ecole des Beaux Arts, in Paris, and its membership include many of the foremost architects in America. The Beaux Arts Institute of Design reaches over three thousand architectural student in the United States, and at times in foreign countries, who will be eligible to compete for the prize. The students are scattered among sixty-seven universities and many Ateliers, which are conducted by prominent architects in various cities to enable talented men who have not had the opportunity of going to college to compete, through evening study, in the Beaux Arts competitions.

Schedule Each Year

Each year a schedule is published by the Beaux Arts Institute of Design listing a number of architectural problems for the various competitions to be held throughout the year. At certain specified times, printed details of the individual competitions are released throughout the country simultaneously and the students are given a limited number of hours in which to rough out their solution of the problem. After that they are given a specified number of weeks to further develop their ideas into completed architectural renderings. These renderings are judged at each of the schools, and the best are selected to be sent to the Beaux Arts Institute of Design for final judgment. Under the rules of the competition, a student may not deviate in any substantial degree from his original rough sketch, which is resubmitted with his final scheme.

The renderings are all judged anonymously by juries composed of many of the most prominent architects in the profession. In this manner, a student, who may be working in a smaller locality may have the benefit of the criticism and suggestion of the most talented architects.

The prize takes its place among the other major prizes in the Beaux Arts program and a problem in illumination will be included each year. Heretofore, illumination, while it has been considered an important part of any structure, has been treated as a thing to be applied to a building after it is completed. It has seldom been considered as an architectural element while the design of a building is being developed. As a result of this, architectural students have not had the opportunity to learn much about the science of illumination which has developed in the last twenty years; and by the same token, the Illuminating Engineers of the country, who have played such an important part in the development of this science, have had little opportunity to develop the application of this new science at the inception of architectural designs.

Problem Includes Theatres

Under the Illuminating Engineering Society Prize a committee of four members of the Illuminating Engineering Society will be selected to work jointly with the educational committee of the Beaux Arts Institute of Design. The Illuminating Engineering Society will select for membership on this committee men whose achievement in the field of illumination have won conspicuous recognition. The joint committee of architects and illuminating engineers will select a problem each year which, in their opinion, will provide the greatest educational value in the use of light as an element in architectural design. These problems may be the lighting of an exposition, theatre, railway station, an exclusive retail store, or perhaps a simple problem of lighting a home.

The specific problem that is finally selected will be referred to the committee of Illuminating Engineers to determine what they consider as adequate illumination. These requirements will be definitely stipulated in the program that is sent out when the competition begins. When the first rough sketches are completed, the joint committee will review them and select a limited number which indicate the most meritorious solutions. This selected group will then enter into final competition and their rendering will be judged at the Beaux Arts Institute of Design, in New York by a jury of prominent architects and the committee from the Illuminating Engineering Society

The prize will be awarded each year at the annual convention of the Illuminating Engineering Society. The recipient of the prize will report to the committee on the results obtained by his subsequent studies and travel. The Illuminating Engineering Society will make available, through its members throughout the United States, such data on illuminating engineering as may be helpful to architectural students.

The entire competition will be conducted in a manner which will provide a great opportunity for architects to educate themselves in the science of illumination, and will also enable the illuminating engineer to study the art of illumination from the architectural viewpoint.

PORTABLE ARC LAMP

Strong Electric Corp. Announces New Unit

A new type portable reflector arc lamp, designed for projection of 34 or 16 mm. film, has been announced by the Strong Electric Corp., of Toledo, Ohio.

The lamp operates with current from 8 to 16 amps., weighs less than 25 pounds, is 18 x 12 x 10 inches in size and is said to be especially adapted to use with sound equipment.

"MULTI" IN BLACK

Hughes Company After Big Business

Hollywood — Under the new management, headed by Frank E. Garbutt, Howard Hughes' Multicolor Company, is making a serious bid for the laboratory business of the industry.

As a result of rigid operating economies inaugurated by Garbutt, and new business already obtained, Multicolor has weathered its financial crisis and is now operating at a profit. Net earnings for October, according to company officials, were $1,379.61. The November statement is expected to show profts which will equal or better this figure.

These statements were made by Howard Hughes, together with the announcement that a deal had been closed with Joseph M. Schenck for Multicolor to make the "dailies" and all release prints of all United Artists pictures.

— Merry Xmas —

CANADA SOUND JOBS

Most Dominion Houses Are Now Wired

More than three-fourths of the 899 regularly-operated theatres in the Dominion of Canada, are now wired for sound, according to a Film Year Book survey.

The situation, by provinces, is now as follows: Alberta, 96 out of 110 wired; British Columbia, 81 out of 103; Manitoba, 105 out of 139; Martitime Provinces, 62 out of 90; Ontario, 258 out of 300; Quebec, 125 out of 157.

— Merry Xmas —

NEW AMPLIFIER

Radiart Corp. Markets All-Electric Unit

A new all-electric amplifier, adaptable to sound-on-film or disc or microphone, and designed especially for use in connection with theatre sound systems, has been placed on the market by Radiart Corp. of Cleveland.

Bernhard New Head of Warner Circuit

New York — Joseph Bernhard, formerly a vice-president of Warner Bros. Theatres, has been appointed general manager of the circuit and its subsidiary, Stanley Company of America, Harry M. Warner announced here last Wednesday.

Bernhard, who has been closely associated with Warner for the past year, succeeds Dan Michalove. Michalove will continue with the organization in an executive capacity.

Bernhard was formerly president of the Albert Greenfield Company, dealers in theatrical and other real estate, in Philadelphia.

— Merry Xmas —

CLEVELAND SUIT

An Outgrowth of Schiller-Exhib. Confab—Hess

New York — Gabriel L. Hess, general counsel for the Hays organization, stated last week that the Cleveland suit—reported in this publication last Tuesday—appeared to be an outgrowth of deliberations between subsequent-run Cleveland exhibitors and E. A. Schiller, Loew's, Inc., concerning zoning and protection plans. Hess said that all points asked by the independents were granted.

"Colonel Schiller even went so far as to inform distributors of changes in contracts, made necessary by the concessions granted the subsequent-run exhibitors, who agreed on the plan, left for Cleveland, failed to acknowledge the agreement, as drawn, and were not heard from until the action was filed in their city," Hess declared.

— Merry Xmas —

Sylvia Sidney Re-Signs

Hollywood—Sylvia Sidney, who made her screen debut only six months ago, has signed a new Paramount contract which will continue her services with the company for a long period Miss Sidney is preparing to start work with Chester Morris as the leading players in Paramount's talking production of "The Miracle Man."

A "Parade" Flop

Baltimore — M-G-M's second revived silent, "The Big Parade," silent with synchronized accompaniment, did such little business at the Stanley that it will go into the small continued-run houses, Valencia and Parkway, instead of the deluxer.

Warner Vote

(Continued from page 10)

son died working for the company. I have always had an ambition to develop that boy of mine so that he could carry on when I am gone. But now he is gone. We have no secrets in our business. If the company is not molested by individuals who are not serious in their intentions, our business is so arranged that baring an act of the Lord it will succeed against all competition.

Officers of the company said that approval of the proposal would place the firm in a better position to meet future emergencies. Six retiring directors were re-elected for two years. These are: H. M., Albert and Jack L. Warner; Abel Cary Thomas, Waddill Catchings and Henry A. Rudkin.

Reply was filed by the company to the receivership suit brought by Jules Endler of Passaic, N. J. The answer denies various allegations about the company's financial position.

It states that the corporation has cash in banks exceeding $4,000,000 and has well-established bank credit for a large amount, but has not had to make use of this credit and therefore has no bank loans outstanding.

Obligations are being paid at maturity and current bills are being discounted, the reply says. While some of the company's theatres are closed, this is merely a matter of sound business policy under present economic conditions, it is stated. Payment of exorbitant salaries is denied. It is admitted that the last two preferred dividends were paid from surplus.

— Merry Xmas —

SCORES FED. TAX

Theatres Couldn't Survive Says Pettijohn

New York—The theatre industry cannot afford to pay a gross sales tax of 10 per cent. So stated C. C. Pettijohn of the Hays office last week. "There is not a theatre in America making a profit of five per cent on its gross intake," he declared.

"The majority of theatre owners in the United States would be tickled to death to have the State or Federal Government take over their theatres, pay the exhibitor a fair salary for running his theatre and give him two or three per cent of the gross intake for his investment," Pettijohn said.

LITTLE TIPS TO BIG THINGS

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THEATRES FOR SALE

ONLY THEATRE in town; population 1,250; nice locality. Savoy Theatre, Prague, Okla. 12-22

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

THEATRES FOR RENT

FOR RENT—Patio Theatre, St. Petersburg, Fla. A modern de luxe theatre, 1,000 seats, with stage for legitimate productions; completely equipped, Western Electric sound equipment, Simplex projectors. Last census reports permanent population about 40,000 and with tourists 125,000. Terms reasonable. Possession immediately. Apply George B. Williams, Hotel Miller St. Petersburg, Fla. x12-22

MISCELLANEOUS

NEW YEAR'S "WHOOPEE" SUPPLIES — Wholesale prices. Confetti, $1.75 per hundred regular 5c bags; serpentines, $2.95 thousand rolls; noisemakers, $3.75 to $4.75 hundred. Hats, balloons, etc. 25% with order, balance C.O.D. Ludtke's, 509 Myrtle, Davenport, Iowa. 12-15

POSITIONS WANTED

EXPERIENCED sound projectionist—Results guaranteed; well equipped; do own service and projector repairing; progressive, reliable. Otis H. Butler, Box 88, West Point, Iowa. 12-23

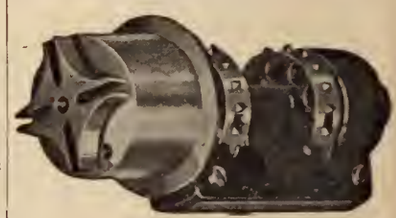
MOTION PICTURE sound projectionist wishes position. Write Projectionist, 1317 Avenue D, Galveston, Texas. 1-12

POSITIONS WANTED (Contd.)

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

AT LIBERTY — Operator ten years' experience sound on film and disc. Go any place. Good reference. Box 323, Burke, S. D. 1-12

NEW YEAR ISSUE
December 29



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Dedicated to the Motion Picture by
ASSOCIATED PUALICATIONS, *Inc.*

A good picture for anyone to see!

JACKIE COOPER SHOWS HIGH TALENT IN 'SOOKY'

Robert Coogan Shares Laurels in Sequel to "Skippy;" Taurog's Sparkling Realism Wins Praise

JACKIE COOPER comes to the screen with another amazing performance in "Sooky," and Robert Coogan plays so well that he must be mentioned immediately, that no injustice may be done. Surely no co-stars of any age ever brought more credit to a production, stage or screen, than these little boys who rocketed to fame in "Skippy." This sequel to "Skippy" has the same tender appreciation of the psychology of boyhood. The story is of the heart, not the head, but remains logical and quite possible of happening in any American town. Those who have boys of the age of these will be astonished to hear from the screen almost exact quotations from their own youngsters, so definitely do lines and plot follow every-day family life.



from Shantytown

It is nothing less than a wonder that Norman Taurog, in his direction, should repeat the high success of "Skippy," and that the dialog and screen play should sparkle and surprise in the same authentic manner. The preview audience — even those who came from the studio and were thoroughly familiar with every detail—giggled and laughed and cried straight through, with happy forgetfulness of everything except what was happening on a square of white cloth out in front.

Back of this screen success, of course, is the genius of Percy Crosby, the comic strip artist who wrote the story and who knows the hearts and minds of little boys because he loves them. The principals of "Sooky," are all the same as those of "Skippy," but they cannot be just the same again should other pictures be made of these happy playmates. Sooky's mama dies in this picture, and Sooky goes to live with Skippy.

All these capable persons—Jackie Searl, Willard Robertson, Enid Bennett, Helen Jerome Eddy—support the child stars with sympathy and understanding. Harry Beresford, as an aged indigent who is carried away to the country farm despite Skippy's pleading contributes an episode of remarkable power and pathos.

"Sooky" is a good picture for children to see. It's a good picture for parents to see. Also for old folk to see. A good picture for anyone to see. See "Sooky." It will do you good.



— HOLLYWOOD HERALD

CHRISTMAS VACATION CLEAN-UP

PARAMOUNT

NEW SEASON MONEY MAKER

DEC. 29, 1931
VOLUME VIII NUMBER 16

MOTION PICTURE TIMES



DON DOUGLAS ISSUES VALUABLE STATISTICS FOR THE INDUSTRY

THE NEW MIRROR, BY HUGHES - FRANKLIN, CHANGES ASPECT ON ELM ST.

MORE DATA ON THE INTENTIONS OF THE CHAINS—RUMORS AND OTHERWISE

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Street address_____

City_____ State_____

Theatre_____

MOTION PICTURE
TIMES

V. W. CRISP, Editor and Manager | 313 South Harwood Street, Phone— 7-3553 | DALLAS, TEXAS

Valuable Show Biz Data

Data on Intentions of Circuits

Transformation

of Mirror Theatre on Elm Street Fills Long-Felt Need in Dallas Second-Run Circles.

For the first time in quite a number of years the field for a first class second run theatre on Elm street, Dallas, has apparently been satisfied in the new Mirror, a transformation of the old Ritz, done by W. B. King, theatrical engineer, remodeler and consultant.

About three years ago the Ritz was remodeled in an attractive modernistic effect, nice enough to handle the second run berth for the time, but the operators did not advertise properly to attract the mass of potential second run patrons.

Now, it is believed, the new Mirror, on a much finer scale than the Ritz, and backed by a fine advertising campaign that sold the public on everything the theatre has to offer, is attracting the better class of patrons along with former Ritz patrons with the result that the Mirror, it is believed, will get in its full second milking on the box office value of all pictures it plays.

With its de luxiness and its strong advertising campaign that has urged and welcomed everybody to see pick of second runs, the Mirror is reported to have done a very satisfactory opening week business.

—— Happy New Year ——

Caddo Sales Dept.

Hollywood—W. R. Marshall, for several years a Paramount exchange branch manager, has been placed in charge of a newly-created distribution department of the Caddo Company.

Oklahoma City Notes

Christmas theatrical business did excellent.

One of the outstanding pictures and at the Criterion was Gloria Swanson in "Tonight or Never" and Gloria appeared at her very best. The Capitol presented "Corsair" with Chester Morris, Alison Loyd and Thelma Todd, to you.

Warner Bros. Liberty presented "Sherlock Holmes in Speckled Band" and at the Midwest was seen Marilyn Miller in "Her Majesty Love."

Publix's Criterion and Victoria, and Warner Bros. Midwest and Liberty Theatres will have special New Year Previews, with special stage attractions and special music, and all who will, can enter and have a splendid time.

—— Happy New Year ——

Hollywood — Bertha Mann has been assigned the character of "Mrs. Conroy" and R. Emmett O'Connor that of "Daniels" in Columbia's "The Final Edition," for which Pat O'Brien, Mae Clarke, Mary Doran, James Donlon, Morgan Wallace, Phil Tead, Hal Price and Bradley Page have already been signed. Howard Higgin is directing.

Saves Receipts

Dallas — Gamely fighting off two armed youths who attempted to rob her, Mrs. J. I. Case, red-haired theatre cashier, saved $297 she was transferring from one downtown theatre to another. Mrs. Case was robbed of her own purse, containing $1.90, and lost her hat in the fight

Is Southwest's Chief Topic of Conversation; Most Anything Liable to Happen.

General feeling, based on bits of information here and there, little of which is official, is that the former R. & R. chain now owned by Hughes-Franklin, will slide back into the hands of the old Robb & Rowley crowd and that a number of the Publix theatres will go to E. V. Richards and associates soon after January 1.

The former owners of the R. & R. chain have heard nothing definite from Hughes-Franklin headquarters. Howard Hughes was in New York recently to arrange certain finances in connection with his theatres. A large payment on the R. & R. purchase, due at once, but said to have been extended, is not expected to be met any time soon.

Meanwhile certain changes have been made in Hughes-Franklin operations in this section which indicate, many believe, the theatres will go back.

In the big deal, Hughes-Franklin paid down $600,00 cash and since then have made payments to where they are in $800,000 in cash. A balance of about a million and a quarter dollars remains to be paid on the buy, it is said.

With conferences still going on in New York there was nothing definite Tuesday on the Publix transfer to Richards, although certain Publix executives here seemed to have information that a change of this sort was to be made.

The Publix organization is said to be postponing the payment of Miscellaneous obligations to transfer these over also to the new administration as it comes into power.

Compiled by Don Douglas, of the Dallas Film Board; Lists Changes for Eight Years.

[Note: MOTION PICTURE TIMES devotes this issue to a resume of data contained in the Eighth Annual Edition of Texas Theatre Almanac compiled and published by Don C. Douglas, executive secretary of the Dallas Film Board of Trade. It is the most elaborate and complete edition of the work ever issued. It is the only record of its sort compiled in the entire country.]

It gives an account of the number of operating theatres since 1925. It gives a history of the sound invasion—how sound came in and how installations grew.

The number of employees in distribution are accounted for since 1926, showing that during the past year there were 48 less employees than during any preceding year.

The Almanac shows that there are less operating theatres today than during the flu epidemic of 1919.

Seating capacities of sound and silent theatres and the number of opened and closed theatres of each kind, is indicated, including the fact that there are now five silent theatres operating in Texas.

MOTION PICTURE TIMES believes this data of great value to its readers as we approach a new year, and urges that this issue be filed for steady future reference.

We also urge all those desiring a complete check-up of this business during the past year and for the past eight years, to place their order for a Texas Theatre Almanac now with Don C. Douglas, 2009½ Jackson St., Dallas.

A complete list of theatres is given in the Almanac showing size of town, seating capacity, theatre owner, etc.

Page 4 starts the general plan covered in the book as compiled by Douglas:

Analysis of Texas Theatre Situation

1932 TEXAS THEATRE ALMANAC

Eighth Annual Edition

(Correct to January 1, 1932)

Compiled and edited by Don C. Douglas, Secretary of the Dallas Film Board of Trade, 2011½ Jackson Street, Dallas, Texas, for its members and associates.

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THEATRES IN TEXAS, HISTORY OVER 7 YEAR PERIOD.
TEXAS, RELATIVE SIZE (map) Front Inside Cover.
UNITED STATES ARMY CAMPS (last page).

NOTE: Sound possibilities, State of Texas, separate list indicating all sound equipped theatre, arranged according to population importance. Available April 1, 1932.

PART A

AUDITORIUMS AND LEGITIMATE THEATRES

Town	Name	Cap.	M. P. Machines	Booth; no Machine
Dallas	City Aud.	4,400	yes	

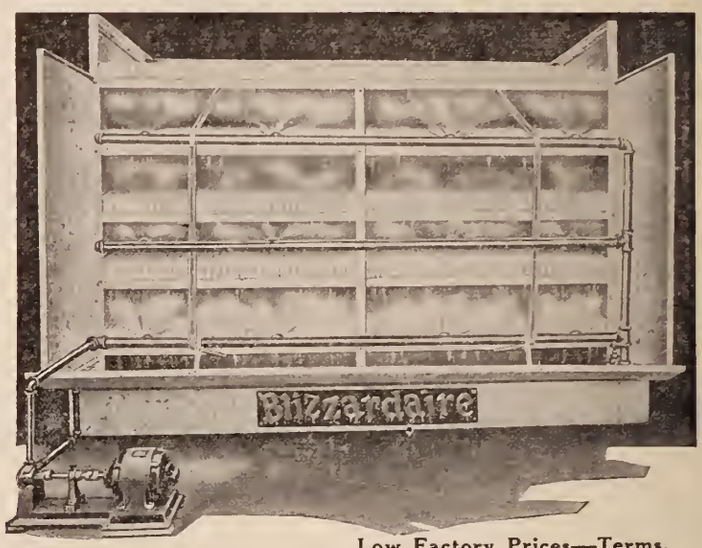
(Continued on page 8)

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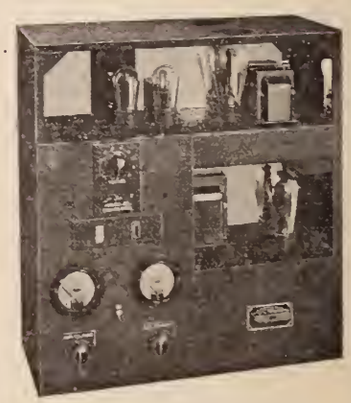
are the ideal combination

BE ready to play sound on film prints when exchanges cease the present disc service at an early date. Theatres now using sound on film are playing pictures immediately after release date while disc theatres are getting further and further behind on the release schedule.

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THE PUBLISHER'S PAGE

Enter 1932

WHAT is 1932 going to bring? No one can say definitely. But one thing is certain—better pictures are bound to come from the sad lessons taught in 1931 to producers who have seen their own theatres dip deep into red ink from the showing of poor pictures. Nineteen thirty-one has seen false values become deflated. It has taught bitter lessons to the boys who could ride with the tidal wave of prosperity, for which they did not have to work, but who could not think when hard thinking and hard work were necessary. It has brought back the importance of personalities, of individuals, not committees, in the management of production affairs, distribution and theatre operation. It has implanted full knowledge of the value of showmanship in a business that has little else to sell. It has been a bitter pill, but the patient is better off by having taken it.

THOSE exhibitors who have been able to keep their theatres in operation in the face of existing economic conditions, made worse by a long run of poor pictures and by an over-feeding of a long run of two particular cycles, are bound to prosper in the new year in which better pictures and a better releasing schedule seem assured. Despite the calamity howlers we still have a great deal of faith in the motion picture industry and its leaders. This business was the last to feel the depression and, coming on the tail end of the deflation of all businesses, it is going to be the first to recover. It is not on its last legs as some would have us believe—it is firmly on its feet, with its head up, and with its mind clear as to what it needs to do to enjoy complete health and prosperity.

GOOD pictures will restore the public's confidence in motion pictures as the popular entertainment, which in turn will make for theatre prosperity and for the prosperity of every component branch of this industry. Briefly, good pictures are the cure for the industry's financial ills. We are not saying anything new, only reiterating a well-known fact, having said above that producers realize the need for their making better pictures upon which their success entirely depends.

THE year just closing had us all on the defensive; we were simply trying to hold our ground. Nineteen thirty-two will be a year for fighters. It will reward men with courage and new ideas; it will reward exhibitors who go out after business; it will reward all of the people of this industry who take their jobs—not themselves—seriously and fight for earned recognition by sheer merit of their work.

Welcome, 1932!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

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Knocking 'em for a LOOP!



The GUILTY GENERATION

Chicago has acclaimed this mighty drama as ONE OF THE BEST PICTURES EVER RELEASED. It is impossible to imagine that the judgment of CAPACITY AUDIENCES can be wrong. And why shouldn't such a daring and distinctive story ALWAYS PACK 'EM? Young love fighting for respectability – struggling to leave behind the sin labels of their parents – defying the world to tear them from the embrace of lasting happiness.

DUPLICATE CHICAGO'S SELL-OUT BUSINESS IN YOUR OWN TERRITORY!

With a Brilliant Cast Including

LEO CARRILLO
CONSTANCE CUMMINGS
Robert Young–Boris Karloff
(Star of "Frankenstein")

EXTRAORDINARILY EXCELLENT

•

Powerful Story
Unexcelled Acting
Excellent Direction

•

PUBLIX McVICKERS

COLUMBIA PICTURES

Texas Almanac Data On Theatre Status

(Continued from page 4)

Dallas	Show House	1,035		yes
Houston	City Aud	4,436	yes	
Houston	Palace	1,200		yes
San Antonio	City Aud.	6,045		yes
Waco	Palace Aud.	5,000	yes	
Wichita Falls	City Aud.	3,400		yes

PART B
ANALYSIS OF THEATRES IN TEXAS

Important Note: No theatres located in other states are served from Dallas. The "Dallas Trade Territory" comprises the State of Texas only with 914 theatres. In addition to these there are 31 theatres (named in this part) located in the State of Texas and designated as being in "Overlapping Territory" served by Oklahoma City, Denver and New Orleans.

	No.	Capacity
Theatres in Dallas Territory	914	423,210
Theatres in Overlapping Territory	31	14,825
Totals	945	438,035
Affiliated Theatres, Dallas Territory	102	101,845
Affiliated Theatres, Overlapping Territory	4	3,723
Totals	106	105,568
Independent Theatres in Dallas Territory	812	321,365
Independent Theatres in Overlapping Territory	27	11,102
Totals	839	332,467

DIVISION OF SILENT AND SOUND SEATING CAPACITIES, OPEN, CLOSED, ETC.

	Dallas Ter. Seats	Dallas Ter. Theatres	Overlapping Ter. Seats	Overlapping Ter. Theatres
SILENT THEATRES:				
Capacity of closed	75,032	258	3,247	9
Capacity of Open	1,934	5	0	0
SOUND THEATRES:				
Capacity of Closed	31,032	83	850	2
Capacity of Open	315,212	568	10,728	20

(See part "H" for names of "sound theatres" closed.)

Total seating capacity of silent theatres closed	78,279
Total seating capacity of sound theatres closed	31,882
Total seating capacity of all closed theatres	110,161

The "closed theatre seats" represent 25% of all seats in Texas. 352 theatres are closed or 37¼% of all theatres in Texas.

OVERLAPPING TERRITORY DEFINED:

There are 945 theatres in the State of Texas. The Dallas Trade Territory includes 914 theatres and there are 31 theatres in the so-called Overlapping Territory. Overlapping towns are designated in the theatre list following and are not counted as Dallas Territory possibilities. The Overlapping Territory is not the same for all exchanges but as hereinafter designated is most universally recognized by the majority of the exchanges.

SERVED BY OKLAHOMA CITY: Borger, Dalhart, Dumaw, Follett, Friona, Groom, Higgins, Lefors, Miami, Mobeetie, Pampa, Panhandle, Perryton, Shamrock, Spearman, Stratford, Wellington, Wheeler, White Deer. (Dalhart also served by Denver.)

SERVED BY NEW ORLEANS: Texarkana.

(Note: See part C for analysis of "Overlapping Territory" sound possibilities and sound equipments.)

PART C
SOUND EQUIPMENTS USING DISC, FILM, OR DUAL

Dallas Trade Territory:
651 "sound equipped" theatres in the Dallas Trade Territory.
Equipped to play sound on disc only: 199 (of which 61 are closed)
Equipped to play sound on film only: 282
Equipped to play dual: 170

Overlapping Territory:
22 "sound equipped" theatres in the Overlapping Territory.
Equipped to play sound on disc only 9
Equipped to play sound on film only 4
Equipped to play dual 9

SOUND POSSIBILITIES

Dallas Trade Territory:

Maximum number first run possibilities	398
Maximum number subsequent run possibilities	58
Maximum number suburban run possibilities	38
Total possibilities, including those closed (see part H)	492

Overlapping Territory:

Maximum number of first run possibilities	16
Maximum number of subsequent run possibilities	2
Maximum number of suburban run possibilities	0
Total possibilities, including those closed (see part H)	18

Explanation: "First run possibilities" represent the maximum number of runs or sales possible for any individual picture. "Subsequent runs" include colored or Mexican theatres. "Suburban runs" are neighborhood runs. Certain houses have a mixed policy, part first run and part subsequent—the predominating policy is county in this analysis. U. S. Army Camp theatres and non-theatricals are NOT counted in this analysis. See part H for list and analysis of sound possibilities closed this date.

PART D
SOUND — HISTORY OF ITS INCEPTION

Note: The Circle Theatre (Dallas), E. H. Hulsey, was the first theatre in Texas to install "Vitaphone." This was on Feb. 12, 1927. The following table gives the history of sound installations:

From Texas Theatre Almanac dated	No. Instals.	No. F. R. Poss.	No. Subsq. R. Poss.	Suburban Poss.
Feb. 27, 1929	74	50	6	1
May 1, 1929	83	52	8	1
Dec. 1, 1929	348	228	26	25
June 1, 1930	518	348	31	36
Jan. 1, 1931	602	381	50	39
Jan. 1, 1932	673	412	60	38

The above table covers the State of Texas representing both the Dallas Trade Territory and the Overlapping Territory.

(Continued on page 12)

WARNING EXHIBITORS!
You Must Not Book or Play the Picture
"NO MORE CHILDREN"
Without consent of producer and owner.
DR. L. LEE KRAUSS, 673 So. Clarence St., Los Angeles
Picture Playing Entire Golden State and T. & D. Circuits in California.

WE BUY AND SELL USED SIMPLEX PROJECTORS
COMPLETE LINE
STANDARD PROJECTION EQUIPMENT
and Projection Accessories
Efficient Repair Department
Day or Night Service
HARDIN THEATRE SUPPLY CO.
JOHN HARDIN, Prop.
714 Hampton Rd. Tel. 6-2235 Dallas Texas

Buffalo Air Washers and Distributing Units
BUFFALO ENGINEERING CO., INC.
315 S. Harwood St. George W. Thornton, Gen. Mgr. Dallas, Texas
Year in and year out—Buffalo Cooling Equipment is a monument to the success and progress of the motion picture theatre.

Industry Tax Challenge

INDIE COMEBACK PLANNED

Allied Maps Schedule

Admission Tax Measures, Selective Percentages, Block Booking, Labor Moot Subjects.

Washington — Allied is busily mapping plans for 1932. The major activities of the organization for the new year will center around the admission tax proposal, protection, block booking, labor, score and service charges and selective percentage.

Association officials state that reports from exhibitors indicate an increase in open selling. Abram F. Myers, however, says block booking continues to be the policy in the business.

The Allied association will battle Secretary Mellon's proposal for a theatre admission tax relentlessly. Labor demands regarded as unjust, service and score charges are other issues Allied will fight.

HI-LITES IN THE WEEK'S NEWS

New York — An extension of time to subscribe for the RKO debentures and common stock has been granted at the request of a large number of stockholders. Hiram S. Brown, president, asked RCA to consent to the extension. The new date is January 9.

New York—Warner Bros. Theatres will be divided into two groups under the management of Joseph Bernhard. Dan Michalove will take charge of theatres in one-half of the country; David Weshner, former advertising and publicity director, will take the other half.

New York—Net loss of $2,851,-996.98 in the first 39 weeks of 1931, compared with a net profit of $8,280,551.84 in the corresponding period of last year, has been reported by Fox Film Corp. Gross income dropped from $76,-724,609.86 in 1930 to $67,911,-340.08 in 1931.

New York — Checkup on RKO Theatres' income for the fiscal year which ended December 26 is expected to reveal a profit of at least $2,000,000 for the period.

Hollywood—RKO-Pathe will deliver the 27 pictures announced for 1931-32, studio officials declare. Nineteen features already have been completed.

New York — A ten-year franchise plan, calling for 28 features the first year, is the initial step in a new plan for the nationalization of independent exchanges by Louis Weiss, of Weiss Bros.-Artclass. Important feature of the plan provides for simultaneous release of all productions throughout the country.

—— Happy New Year ——

Col. Title Change

Hollywood—The Columbia production, which carried the working title, "The Feathered Serpent," has been permanently named "The Menace." This is the first of two Edgar Wallace productions to be made by the company this season.

Coast Producers Start Schedule for 1932-33 Season; Phil Goldstone Prominent Figure.

Hollywood — Independent production will be resumed on a large scale during the 1932-33 season, according to a survey of studio activities by Motion Picture Daily. The article continues:

A leader in the movement is Phil Goldstone, who is reported putting his brother, Henry Goldstone, into production. The latter is producing a series of Jack Hoxie westerns under a two-year contract.

Olympic Pictures has been formed by Sam Katzman and J. W. Unger,

Status of Olympic Pictures at this time is in some doubt. Pollack of Peerless, operating through Hollywood Pictures, an exchange unit, came to the Coast some time ago and issued contracts right and left, among these being the contracts with Katzman and Unger.

Peerless releases on a states rights basis.

Tax Discount Rumor Gets Industry Goat

New York—The theatrical pot is aboil here over a statement carried by Sunday papers, credited to Standard Statistics, saying that leaders of the film industry discount the proposed federal tax of 10 per cent on tickets. Statistics is quoted as saying the leaders believe a few cents more would not hurt theatre attendance, inasmuch as the average admission is 35 cents.

This assertion was branded as false by more than a dozen film industry leaders, according to Film Daily, which paper received a wire from Abram F. Myers, Allied president in Washington, in which the exhibitor leaders decried the statement as misleading and injurious.

—— Happy New Year ——

Pitts-Littlefield

Hollywood—Zasu Pitts and Lucien Littlefield have been signed for roles in Columba's "Shopworn," in which Barbara Stanmyck is starred. Nick Grinde directs.

12 IN JANUARY

Educational Lists Dozen for Release

New York—Educational will release 12 subjects in January, including:

Bing Crosby's third Mack Sennett featurette, "Dream House," January 17; "Moonlight and Cactus," Ideal comedy featuring Tom Patricola, January 10; "Keep Laughing," Mermaid comedy, January 24; a Tiffany Chimp comedy, "Ex-King," and a Mack Sennett comedy as yet untitled, January 31; "The Villain's Curse," and "Noah's Outing," Terry-Toons; "The Road to Romance," a romantic journey; "Voice of Hollywood" Nos. 12 and 13; and a new subject each in the Cannibals of the Deep, and Bill Cunningham Sports Review.

Is Lightman's Description of Government Proposed Admission Levy; Urges Concerted Action.

"A challenge has been hurled at the power of the screen, and an immediate response on our part can defeat this challenge," states M. A. Lightman, M. P. T. O. A. president, in a statement to all of the affiliated state and regional organizations of the association on the proposed ten per cent tax on theatre admissions. The statement is based on the community service of theatres to the public and other lines of advantage conveyed by stage and screen. Text of the statement follows:

"This is a call to arms! A challenge has been hurled at the power of the screen, and an immediate response on our part can defeat this challenge. Secretary Mellon has seen fit to propose a most unfair tax on theatregoers. This is a discriminatory tax. Why should we be singled out when we already have more responsibilities now than we can carry? The theatre is no longer considered a luxury. It is a place of education, of culture, of advancement of civilization. It affords the working people one place where they can enjoy all of the fine things in life at a very nominal cost. Each and every exhibitor of the United States should resent this proposed tax with all of the force that he can muster.

Power of Screen

"We have always yelled about the power of the screen. If ever an occasion presented itself to test this power out, that occasion is right now. We should start running slides, trailers and other propaganda on the screen. We should employ four-minute speakers to get upon the stage and point out just how unjust this tax is to our patrons. We should have stamped stationery addressed to our congressmen in our districts, available at our box office, and appeal to our patrons to sign a letter or postal card of protest as they go out of the theatre. We should storm the Capitol with thousands of such letters from all over the United States. You can believe me, if anything will impress these fellows, it is a tremendous mass of correspondence from their home folks

"So I am writing this letter appealing to you to write a strong letter to every exhibitor in your organization urging them to start this mail campaign to the capitol. This is a serious business. Tax-

(Continued on page 18)

PARADE OF THE I

A Miniature Review of th Picture Industry During t

January

ALLIED votes against affiliation with M. P. T. O. A., raises $80,000 to carry on * * * Harold Franklin and Howard Hughes start formation of circuit * * * Allied announces date for national meet * * * Warners sign prominent stars * * * Musical comedy sent by television * * * Suit planned to test legality of zoning.

February

PATENT Committee hears complaints on music tax * * * Lee Marcus named head of re-organized Pathe company * * * Tiffany announces product for B and C houses * * * Block booking attacked at Allied meet in Washington * * * Industry honors Carl Laemmle on Silver Jubilee.

March

NED DEPINET becomes vice-president of Pathe * * * * * *Validity of Ries sound patents upheld * * * Senator Dill howls for investigation of film industry * * * Vestal copyright bill dies as Congress adjourns * * * M. P. T. O. A. announces ERPI score charges will be cut * * * Allied and M P. T. O. A. favor 5-5-5 contract * * * Kinograms and Allied plan newsreel hookup * * * Monogram completes new organization.

April

LOEW, Fox, RKO circuits ban ad films * * * Joseph Schnitzer and Joe Brandt named Hays' board members * * * Hays sees new era of entertainment progress * * * Copyright Protection Bureau plans drive against bicycling * * * John Drinkwater's biography of Carl Laemmle published * * * Committee of 10 named to handle Columbia distribution * * * Educational-Tiffany merger details completed * * * Supreme Court upholds music tax * * * Court rules exchange may enforce agreements without first resorting to arbitration * * * Comeback of independent producers seen * * * Two of three "cease and desist" charges against Paramount dropped.

May

"POLICE JOURNAL" defends crime pictures * * * Companies plan "substitutions permissable" contracts * * * Major circuits ask greater protection * * * Trade practices studied by Government * * * Sponsored shorts die the death * * * Rumor of admission tax proposals rife * * * Allied advocates passage of Brookhart bill.

June

EDUCATIONAL reported ready to live up to Tiffany-Allied agreement * * * Average admission estimated at 30 cents * * * M. P. T. O. A. asks fairer zoning arrangements * * * Fox re-organized, new directors elected * * * M. P. T. O. A. urges exhibitors to "buy now" * * * Advertisers continue plans for sponsored shorts * * * Allied condemns "buy now" campaign as "hysterical" * * * Nine film boards discontinued * * * Copyright Protection Bureau appeals adverse decision.

July

INDIES to insist on check of distribution "practices * * * Warner-F. N. to drop gangster pictures * * * 328 features released up to June 30 * * * Film salesmen warned on "side agreements" * * * Fox-Loew combine ordered out * * * Return of musicals forecast * * * Department of Justice refuses 5-5-5 contract advice * * * Pettijohn announces films riding out of storm * * * Allied to launch Kinograms newsreel in August * * * Hope for modification of credit ruling seen * * * Western Electric wins Pacent patent tilt * * * M. J. O'Toole warns against Hudson and Brookhart measures.

August

EACH distributor to adopt own credit system * * * Plans completed for organization of Independent Association of Theatre Supply Dealers * * * Attorney general's office says standard agreement okeh if use by ex-

HEADLINES OF 1931

Highlights in the Motion e Last Twelve Months

hibitors is optional * * * Theatre officials prophesy the passage of new copyright bill * * * Film Daily says Wall Street favors return of many houses to independents * * * Sam Katz prophesies better theatre business in next month * * * Vitaphone celebrates fifth birthday * * * Film Daily prophesies return to flat-rental system * * * Allied says new contracts ignore 5-5-5 agreements * * * M. P. T. O. A. of E. Penn and S. Del. call protest meeting against M-G-M sales' policies and contract * * * Harry Arthur says Fox to drop chain theatre method of operation * * * "National protest meeting" set for September 1 in New York * * * Distributors approve 5-5-5 contract * * * Allied hits at distributors who refuse to service dimers.

September

NEW arbitration calls for 2-2 system * * * Industry plans unemployment relief campaign, Hays selects committees * * * Protest committee named * * * Kent scores change of 5-5-5 contract-rumor * * * M. P. T. O. A. plans more ambitious setup * * * Kansas City protection muddle echoes in Washington * * * Film cycles myth, says Charles R. Rogers * * * National, central and subcommittee named in unemployment relief drive * * * Feist says M-G-M ready to give exhibitors "fair deal" * * * Barbara Stanwyck stops pouting and goes back to work on Columbia lot * * * Walter Vincent excoriates score charges and "sky-high" percentage demands * * * Pete Woodhull named executive of United Theatre Advertisers * * * M. A. Lightman urges equalization of theatre employees' wages.

October

NEW YORK judge rules "bootleg films" illegal * * * Re-purchase of Loew rumor dies * * * Hays orders three gangster films back to cleaners * * * November 18-25 named National Motion Picture Week in jobless relief campaign * * * Abram Myers advocates National Laugh Day * * * Distributors withdraw from zoning, protection negotiations * * * Depinet announces Pathe ban on sensational pictures * * * Industry gets behind M. P. Week idea * * * New arbitration agreement announced for April 1 * * * Industry mourns death of Thomas Alva Edison.

November

RADIO-RKO and Pathe physical merger announced Wrigley, Hertz, Lasker join Paramount board * * * David O. Selznick appointed production manager of Radio-Pathe * * * Columbia goes to unit plan of production * * * Associated Publications survey shows protection and zoning status unchanged * * * Standard Statistics predicts increased earnings for film industry * * * A. P. survey verifies fact that quality pictures, regardless of type, are crying need * * * Marie Dressler, Lionel Barrymore win Academy annual award for year's best performances * * * Fox goes to unit production plan * * * Virginia judge rules one man in booth sufficient * * * Edward R. Tinker named president of Fox * * * Rumors afloat regarding federal admission tax plans * * * A. P. survey finds juvenile trade in nosedive * * * Lightman advocates family night plan as aid.

December

WILLIAM F. CANAVAN, I. A. T. S. E. and M. P. O. prexy proposes union wage cut to aid exhibitors * * * Tri-Ergon files patent suits against several companies, 140 additional companies served with "notices of infringement" * * * Paramount adopts unit production plan * * * David Wark Griffith named to supervise pageant at Washington bi-centennnial celebration * * * Petition for RKO receivership filed, stockholders vote refinancing plan * * * Zukor, Hertz say Paramount needs no refinancing * * * Cleveland exhibitors file "monoply charges" against Hays organization * * * Opposition develops in Congress to federal admission tax * * * Express rates on return film shipments reduced in ten southern points—constituting victory for J. H. Butner, Atlanta Educational manager * * * Unions turn thumbs down on wage rebate plan, Canavan resigns, succeeded by William C. Elliott * * * Lightman pleads for exhibitor aid in federal tax fight * * * Warner stockholders provide additional surplus * * * Georgia's Lankford advocates billion-dollar government film business.

Texas Almanac Data On Theatre Status

(Continued from page 8)

PART E

THEATRES IN TEXAS
HISTORY OVER SEVEN YEAR PERIOD

Year and Date	Number of Theatres	Number Closed	Number Operating
Mar. 20, 1925	851	31	820
Jan. 26, 1926	966	56	910
Feb. 12, 1927	1046	115	931
Feb. 27, 1928	1109	112	997
Feb. 27, 1929	1072	100	972
Jan. 1, 1930	988	166	822
Jan. 1, 1931	965	233	732
Jan. 1, 1932	945	352	593

Note: Table includes Dallas and Overlapping Territory. 37¼ % of the theatres in Texas are closed entirely at this date.

PART F

PRINCIPAL AFFILIATED AND INDEPENDENT CIRCUITS OPERATING IN TEXAS

Affiliated and Independent Theatres: Of the 945 theatres in the State of Texas, 839 are independently owned and operated. The following Affiliated Circuits operate 106 theatres: Publix (95), RKO (6), Loew (1), Saenger at Texarkana (4) — Publix affiliate.

Principal Circuits Operating in Texas:

Abilene, H. & H. Theatres Co., H. T. Hodge, Gen. Mgr., 340 Butternut St. (7 houses) Anson, Ballinger, Merkel, Midland, Odessa, Stamford, Winters. (Total 11).

Dallas, Publix Theatres Corp., Melba Theatre Bldg., W. K. Jenkins, Div. Mgr.; J. J. Friedl, Dv. Mgr.; (Publix Theatres) W. E. Paschall, Div. Mgr. (Old Dent Circuit). Home Office and Buyer: G. J. Dureau, Jr., Paramount Bldg., New York.

Note: J. C. Clemmons and Sol Gordon, Jefferson Amuse. Co., Beaumont, buy for East Texas Theatres, Inc., and Jefferson Amuse. Co. towns. Will Horwitz, Texas Theatre, Houston, buys for Texan, Iris and Ritz, Houston; W. J. Lytle, Texas, San Antonio, buys for State, San Antonio. (37 houses).

Publix Towns: Austin, Dallas, Ft. Worth, Galveston, Houston, San Antonio.

Old Dent Circuit: Abilene, Amarillo, Breckenridge, Brownwood, Brownsville, Corsicana, Denison, Denton, Eastland, El Paso, Harlingen, McAllen, Mercedes, Mexia, Ranger, Temple, Tyler, Vernon, Waco, Wichita Falls, Weslasco, Paris.

East Tex. & Jefferson Amuse. Co.: Beaumont, Henderson, Jacksonville, Longview, Lufkin, Marshall, Nacogdoches, Orange, Port Arthur. (Total 95)

Dallas, RKO Southern Corp., Majestic Theatre Bldg., Len S. Brown, Div. Mgr. Home Office and Buyer: Jules Levy, RKO Corp., 1560 Broadway, N. Y. (4 houses).

Dallas, Fort Worth, Houston, San Antonio. (Total 6)

Hughes-Franklin, 314 So. Harwood St. (12 houses).

Big Springs, Corpus Christi, Dallas, Del Rio, Ennis, Laredo, Palestine, San Angelo, San Benito, Sherman, Sweetwater, and Waxahachie. (Total 32)

Dallas, O. K. Theatres, Oskar Korn, 1801½ Commerce Street. (10 houses).

Alpine, Crane, Ft. Stockton, McCamey, Marfa, Pecos, Plainview, Post, Pyote, Slaton. (Total 14).

Dallas, Federated Theatres, Inc. H. A. Cole, Pres., 312½ So. Harwood St., buying agent. (5 houses)

Bonham, Greenville, Hamilton, San Marcos, Seguin. (Total 11)

Belton, Texas. H. H. Cluck (in conjunction with O. A. Englebrecht of Georgetown), buying agents. (7 houses).

Belton, Brady, Clarksville, Kerrville, Georgetown, Lampasas, Ilano (Total 13).

Beeville, Texas. Hall Industries, Henry Hall. (10 houses).

Alice, Beeville, Aransas Pass, Cuero, Kennedy, Ingleside, Kingsville, Refugio, Sinton, Taft. (Total 14)

Houston, Texas. Loew's State. Home Office and Buyer: Loew's, Inc., 1560 Broadway, N. Y. (1 house in Houston.)

New Orleans, La. Saenger Thetres, Inc. (Publix affiliation). (1 house). Texarkana. (Total 4)

Oklahoma City, Okla. Griffith Amuse. Co., L. C. Griffith, 700½ W. Grand Ave. (Following towns served out of Oklahoma City): Borger, Pampa, Panhandle, Wellington. (9 houses).

Borger, Cleburne, Gainesville, Lubbock, Midland, Pampa, Panhandle, Wellington, Wink. (Total 17)

Rosenberg, Texas. Cole's Chain Theatres. Mart Cole, Gen. Mgr. (9 houses).

Daisetta, Eagle Lake, Hallettsville, Liberty, Needville, Richmond, Rosenberg, Smithville, Yoakum. (Total 10)

Victoria, Texas. Ruben Frels. (8 houses).

Belleville, Columbus, El Campo, Goliad, Port Lavaca, Sealy, Victoria, Yorktown. (Total 9)

PART G

ABANDONED OR DISMANTLED THEATRES
(54 theatres)

*Designates theatres destroyed by fire.

Town and Theatre

Allison, Rogue No. 2.
Alpine, Mojave.
Andice, Palace.
Austin, Crescent.
Bandera, Bandera.
Barnhart, Barnhart.
Beaumont, Kyle.
Beaumont, Jewel.
Beaumont, Nacional.
Bedford, Bedford.
Boling, Queen.
Brownsville, Juarez.
Bryan, Liberty (col.)
Buda, Palace.
Canadian, *Queen.
Center, Joyland.
Childress, Gem.
Chilton, O. K.
Comanche, *Majestic.
Comfort, Schwethelm.
Cooledge, Star.
Cross Plains, Electric.
Darrouzette, Alamo.
Del Rio, Juarez.
Dolores, Dolores.
Ft. Worth, *Orpheum.
Galveston, Lincoln.
Greenville, Op. House.
Greenville, *Pastime.
Grand Saline, Old Palace.
Highland, Pastime.
Houston, *Logan.
Iowa Park, Pickwick.
Kaufman, Mutual.
Kilgore, *Crim.
Lufkin, Palace.
Littlefield, Ritz.
Mankins, Clarks
Megargel, Liberty.
Nocona, Majestic.
Orange, Live Oak.
Orangefield, DeHart.
Palestine, Star.
Refugio, Majestic.
Rule, Rule.
San Angelo, Palace.
San Angelo, Rainbow.
San Marcos, Grand.
Sherman, Gem.
Springtown, Palace.
Texarkana, *Gem.
Tuscola, King.
Wink, *Rig.
Wortham, Palace.

Note: Hobbs and Lovington, New Mexico, transferred to Denver.

PART H

CLOSED THEATRES
(Sound)
AS OF JAN. 1, 1932.

Important Note: Theatres designated with one (*) represents the only first run sound possibility in that town or zone; (**) represents a distinct subsequent run possibility; (***) represents a distinct suburban run possibility, the only one in that particular zone. (D) represents disc only. This list covers both Dallas territory and overlapping territory. See bottom of list for names of overlapping towns included. Analysis at end.

Town and Theatre—

Abernathy (D), *Star.
Abilene, Queen.
Archer City (D), *Mignon.
Alto (D), *Majestic.
Beeville, Mission.
Baytown (D), Palace.
Benjamin (D), *Benjamin.
Benavides, Empress.
Bishop (D), *Vest.
Borger, Rig.
Brady (D), Lyric.
Bryan, Queen.
Cameron (D) Wonderland.
Canyon, Strand.
Center (D), Shelby.
Cisco (D), Ideal.
Crane (D), *Palace.
Crosbyton, *Queen.
Crowell (D), *Rialto.
Damon (D), *Damon.
Dawson (D), *Dawson.
Del Rio (D), **Casino.
Dimmitt, *Castro.
Dayton (D), *Texas.
DeKalb (D), *Patriot.
Deport (D), *Deport.
Electra (D), Crown.
Ennis (D), Lyric.
Esteline (D), *Pastime.
El Paso, ***Am. Airdome.
El Paso, **Palace.
Ft. Worth, Majestic.
Frisco (D), *Queen.
Ferris (D), *Queen.
Frankston (D), *Palace.
Hempstead (D), *Idle Hour.
Hedley (D), *Dreamland.
Holiday (D), *Palace.
Houston (D), Melba.
Irving (D), *Irving.
Jacksonville (D), Clair.
Koss (D), *Palace.
Lawn (D), *King.
Lockney, *Isis.
Lone Oak (D), *Grand.
Lott (D), *Gem.
Lefors (D), *Rialto.
McAllen, Queen.
McAllen, **Azteca.
McCamey (D), Palace.
Matador (D), *Majestic.
Melvin (D), *Melvin.
Midland (D), Palace.
Midland, Yucca.
Moulton (D), Olympia.
Mt. Vernon (D), *Franklin.
Muleshoe (D), *Cozy.
Nacogdoches (D), Palace.

(Continued on page 16)



The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, Manager

LOS ANGELES
WILSHIRE at RAMPART

FILMS REVIEWED IN 1931

A handy reference list of motion pictures reviewed by Associated Publications from January 6 to December 22, inclusive. Title, distributor, minutes of running time and date of review appear in the order named.

Title	Distributor	Running Time	Date Reviewed
Affairs of Annabelle	Fox	79	June 23
Air Police	Sono Art	65	March 3
Alexander Hamilton	Warners	73	Oct. 6
Aloha	Tiffany	90	April 28
Always Goodbye	Fox	66	June 23
An American Tragedy	Paramount	85	Aug. 18
Are These Our Children?	Radio	84	Nov. 17
Atlantic	B. I. P.	86	Mar. 3
Bad Company	RKO-Pathe	78	Sept. 29
Bad Girl	Fox	90	Sept. 1
Beloved Bachelor	Paramount	68	Oct. 27
Beyond Victory	RKO-Pathe	73	April 21
Big Business Girl	First National	80	June 23
Big Gamble	RKO-Pathe	63	Sept. 15
Birth of a Nation	Triangle	80	Jan. 6
Blonde Crazy	Warners	75	Dec. 1
Blue Angel	Paramount	100	Jan. 13
Body and Soul	Fox	81	Mar. 17
Border Law	Columbia	54	Oct. 27
Born to Love	RKO-Pathe	84	May 12
Bought	Warners	83	Sept. 1
Brat	Fox	65	Sept. 15
Caught	Paramount	67	Aug. 25
Caught Plastered	RKO-Radio	72	Sept. 1
Champ	M-G-M	87	Nov. 24
Cimarron	RKO-Radio	124	Jan. 13
City Lights	United Artists	86	Mar. 3
Clearing the Range	Allied	65	April 28
Cohens and Kellys in Africa	Universal	68	Jan. 6
Command Performance	Tiffany	80	Jan. 20
Compromised	First National	55	Nov. 24
Confessions of a Co-ed	Paramount	75	July 28
Convicted	Artclass	63	Oct. 20
Corsair	United Artists	73	Dec. 15
Cracked Nuts	RKO-Radio	64	April 21
Criminal Code	Columbia	85	Jan. 6
Cuban Love Song	M-G-M	86	Dec. 15
Daddy Long Legs	Fox	73	May 26
Dance, Fools, Dance	M-G-M	81	Feb. 24
Dangerous Affair	Columbia	71	Oct. 6
Dawn Trail	Columbia	61	Jan. 13
Defenders of the Law	Continental	67	July 7
Dirigible	Columbia	100	May 5
Dishonored	Paramount	90	Mar. 31
Doctor's Wives	Fox	78	Mar. 31
Don't Bet on Women	Fox	70	Mar. 24
Drums of Jeopardy	Tiffany	75	Mar. 24
Dude Ranch	Paramount	69	May 19
Dugan of the Badlands	Monogram	60	July 21
Easiest Way	M-G-M	73	Feb. 24
East Lynne	Fox	83	Mar. 17
East of Borneo	Universal	74	Sept. 8
Ex-Bad Boy	Universal	68	Aug. 4
False Madonna	Paramount	70	Dec. 8
Fanny Foley Herself	RKO-Radio	72	Oct. 20
Father's Son	First National	75	May 12
Fifty Million Frenchmen	Warners	71	Mar. 31
Finn and Hattie	Paramount	82	Feb. 17
Five Star Final	First National	89	Sept. 22
Follow the Leader	Paramount	70	Feb. 10
Forbidden Adventure	Paramount	85	June 23
Frankenstein	Universal	67	Dec. 8
Free Soul	M-G-M	85	June 2
Front Page	United Artists	90	April 7
Gentlemen's Fate	M-G-M	94	April 14
Girl Habit	Paramount	75	July 14
Girls About Town	Paramount	78	Nov. 3
God's Gift to Women	Warners	74	June 2
Going Wild	First National	70	Feb. 10
Gold Dust Gertie	Warners	66	June 2
Good Bad Girl	Columbia	70	June 2
Good Sport	Fox	66	Dec. 15
Great Lover	M-G-M	70	Aug. 18
Guilty Hands	M-G-M	69	Aug. 25
Gun Smoke	Paramount	66	June 16
Hard Hombre	Allied	65	Sept. 1
Heartbreak	Fox	80	Nov. 10
Heaven on Earth	Universal	75	Dec. 22
Hell Bound	Tiffany	80	Mar. 24
His Woman	Paramount	75	Dec. 1
Honeymoon Lane	Paramount	70	Aug. 11
Honor Among Lovers	Paramount	75	Mar. 17
Honor of the Family	First National	66	Oct. 27
Hot Heiress	First National	85	April 7
House Divided	Universal	72	Dec. 15
Husband's Holiday	Paramount	76	Dec. 22
Hush Money	Fox	69	July 7
Illicit	Warners	81	Jan. 20
Indiscreet	United Artists	94	May 19
Inspiration	M-G-M	79	Feb. 3
Iron Man	Universal	74	April 28
It's a Wise Child	M-G-M	75	Mar. 24
Just a Gigolo	M-G-M	71	July 7
Kept Husbands	RKO-Radio	75	Feb. 17
Kiki	United Artists	87	Mar. 24
Ladies' Man	Paramount	75	May 5
Lash, The	First National	79	Feb. 10
Last Parade	Columbia	84	Feb. 24
Laughing Sinners	M-G-M	72	June 16
Lawyer's Secret	Paramount	63	June 9
Leftover Ladies	Tiffany	67	Nov. 17
Lion and the Lamb	Columbia	76	April 7
Little Caesar	First National	76	Jan. 27
Local Boy Makes Good	First National	68	Nov. 17
Lonely Wives	RKO-Pathe	92	Feb. 24
Mad Genius	Warners	81	Nov. 3
Magnificent Lie	Paramount	79	Aug. 11
Man From Death Valley	Monogram	60	Oct. 6
Man of the World	Paramount	72	April 7
Maltese Falcon	Warners	80	June 9
Man to Man	Warners	70	Jan. 27
Man who Came Back	Fox	80	Jan. 13
Men in Her Life	Columbia	75	Dec. 22
Merely Mary Ann	Fox	73	Sept. 8
Millie	RKO-Radio	85	Feb. 24
Millionaire	Warner Bros.	82	May 5
Miracle Woman	Columbia	90	Aug. 4
Mother and Son	Monogram	68	Aug. 11
Mystery of Life	Universal	73	Aug. 18
Never the Twain Shall Meet	M-G-M	79	July 14
New Adventures of Wallingford	M-G-M	94	Oct. 20
Night Angel	Paramount	74	July 7
Night Life in Reno	Artclass	60	Sept. 8
Night Nurse	Warners	73	Aug. 4
Not Exactly Gentlemen	Fox	60	Mar. 31
Once a Sinner	Fox	70	Jan. 27
One Heavenly Night	United Artists	81	Jan. 20
Over the Hill	Fox	92	Dec. 8
Pagan Lady	Columbia	77	Sept. 29
Paid	M-G-M	85	Jan. 13
Painted Desert	RKO-Pathe	77	Jan. 20
Palmy Days	United Artists	80	Oct. 13
Pardon Us	M-G-M	55	Aug. 18
Parlor, Bedroom and Bath	M-G-M	70	Feb. 17
Penrod and Sam	First National	71	Oct. 6
Personal Maid	Paramount	74	Sept. 22
Platinum Blonde	Columbia	82	Nov. 10
Politics	M-G-M	73	Aug. 11
Possessed	M-G-M	78	Dec. 1
Prodigal	M-G-M	75	Jan. 27
Public Defender	RKO-Radio	70	Aug. 4
Public Enemy	Warners	83	May 19
Quick Millions	Fox	68	April 28
Rango	Paramount	75	Feb. 10
Rebound	RKO-Pathe	92	July 28
Red Fork Range	Big 4	61	Mar. 17
Riders of the Purple Sage	Fox	58	Oct. 13
Road to Reno	Paramount	73	Nov. 3
Road to Singapore	Warners	73	Oct. 13
Royal Bed	RKO-Radio	72	Feb. 3
Ruling Voice	First National	76	Dec. 1
Seas Beneath	Fox	97	Feb. 17
Second Honeymoon	Continental	60	Jan. 20
Secret Call	Paramount	73	July 21
Secret Service	RKO-Radio	70	Nov. 3

(Continued on page 18)

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Future of Illumination

Few, if any, radical improvements can be expected in today's incandescent lamp, even though it has a light-producing efficiency of less than ten per cent; other light sources, such as sodium-vapor lamps, must be developed if decidedly increased efficiencies are to be obtained in illuminants of the future. Sodium-vapor lamps now being studied by research engineers are the most efficient artificial light sources yet produced, but much work remains to be done before an adequate commercial sodium-vapor lamp is to be had. L. A. Hawkins, engineer of the General Electric research laboratory, told the members of the Illuminating Engineering Society, gathered at their silver anniversary meeting in Pittsburgh recently. Hawkins, delivering the key address of the anniversary meeting of the convention, spoke on "Lighting—In Perspective and Prospective," reviewing highlights of lighting progress through the first quarter century of the life of the Illuminating Engineering Society, and pointing to the present trend of research investigations in the field of light.

"We believe that the incandescent lamp as it now exists is not capable of radical improvement. Edison thought the same of the carbon-filament lamp thirty years ago, and was promptly proved wrong. So time may prove us also wrong, but we have a firmer basis for our belief today. All known elements in the periodic table which could possibly make good lamp filaments have been tried. No other element can compete with tungsten. Of that we are reasonably sure. Some alloy of tungsten or some other compound might conceivably have advantages over the pure metal, but all likely alloys and compounds have been tried out and, although a few were found which gave slightly higher efficiencies than tungsten, they possessed inherent disadvantages which outweighed their merits. Krypton gas would be better than argon in our lamps, and xenon would be better yet, but both occur in the atmosphere in such minute quantities compared with argon that their extraction would be relatively very expensive and their use would make our lamps very costly, too costly for the relatively small increase in efficiency which they would give.

Other Sources Necessary

"Surely, however, we should not be forever content with the low efficiency, less than ten per cent of the theoretical possible efficiency of a light source, which is the best we can obtain from our best incandescent lamps today. Of course we shall not remain satisfied, but for materially higher efficiencies we must look to other light sources than an incandescent body.

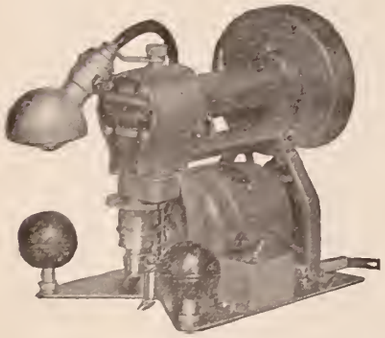
"The sodium-vapor lamp is the most efficient artificial light source, approaching a practical device, which has yet been produced, but sodium has a habit of at-

(Continued on page 15)



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Develops Recording Lens for Pictures

Development of a microscopic lens for the recording and reproducing of talking movies has been announced by Victor C. Ernst, Cleveland inventor, who for many years was head of a commercial photography company.

At the same time, Ernest gave his announcement increased interest by adding that he has perfected a new set-up for the reproduction of the talking movie in which the crystal loudspeaker, developed in Cleveland by the Brush Laboratories, is used.

Ernst claims that his system of recording gives a faithfulness and naturalness of sound that is missing in present systems. He says further that in reproducing films, he was unable to get a loudspeaker with sufficient sensitivity to match his film until he tried the Brush loudspeaker.

He says, as a result of his system, the volume of sound in the theatre can be decreased. At present, he claims, volume must be resorted to in order to offset lack of the sound waves in the higher frequencies.

His recording system and the crystal loudspeaker give these higher frequencies, he says.

In the making of talking pictures, the sounds are picked up by a radio microphone which converts the sound into fluctuations of a glow lamp. These are recorded on one edge of the movie film, through a slit one-thousandth of an inch in width.

In his system, Ernst uses a microscopic lens in place of this slit. This lens is 16-thousandth of an inch in diameter. A projecting system of lenses used in connection with this first lens reduces the light it picks up to a line which is one-half of one-thousandth of inch wide. As a result Ernst claims, he gets sharper and more accurate recording of the higher frequencies.

His reproducing system uses a similar microscopic lens between the film and the photo-electric cell which operates the loud-speker.

Ernst combines a dynamic loudspeaker with the crystal speaker. The dynamic speaker reproduces the low tones and the crystal speaker the over-tones. He uses only two amplifying tubes and one stage of push-pull amplification.

—— Happy New Year ——

TELEVISION, AGAIN

New Rumor Hints of Developments

Startling developments in the field of television will be announced early in January by a large electric company in the east, according to word received this past week by a man prominently identified with the film industry. The company's identity and that of the informant cannot, of course, be revealed at this time.

It is understood the announcement will concern visual transmission and reception in homes and public auditoriums, indicating that television is just about perfected. The disclosures, it is said, will be of utmost importance to the motion picture business.

Illumination

(Continued from page 14)

tacking ordinary glass. Good progress has been made in the production of sodium-resisting glass, and some day the sodium lamp, because of its high efficiency, several times that the Mazda lamp, and in spite of its rather unpleasant characteristic color (yellow) is likely to be used, alone or in combination with other lamps for color correction, where high luminous efficiency is the main desideratum."

Reviews Progress

Reviewing the progress of the past 25 years in illumination, Hawkins pointed out that in 1906 the income from lighting of the electric light and power industry was approximately $115,000,000. In 1930 the revenue has mounted to approximately ten times that figure. At the same time average lamp efficiencies had more than quadrupled and lighting rates had fallen, so that the amount of electric light used increased sixty to eighty fold. Simultaneously, the color of the light was improved and brought nearer to the quality of daylight.

Lighting engineers, who in the past concentrated their efforts on improving the incandescent lamp, are now turning to such activities as ultraviolet light for maintaining health special illuminants for television, photoelectric and other vacuum-tube controls of lighting circuits, mobile color lighting, and numerous other uses of illuminants removed from the field of general lighting. In connection with his talk before the illuminating engineers, Hawkins showed several historic exhibits and demonstrated many of the newest products of research such as the vapor-lamp stroboscope, automatic light control, and mercury, neon, helium, kryton and sodium vapor lamps in contrast with today's gas-filled tungsten-filament incandescent lamp.

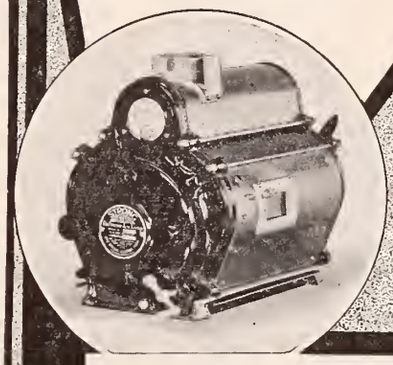
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Theatre Analysis

(Continued from page 12)

Nixon (D), *Grand.
Nordheim (D), *Cozy.
Orange, American.
Orange Grove (D), *Cozy.
Padacuh (D), Zana.
Pipe Creek (D), *Happy Hour.
Plainview (D), Plainview.
Poth (D), *Princess.
Pyote, *Palace.
Quanah, Texan.
Roaring Spgs, (D), *Texan
Rockport, *Peoples.
Rock Springs, (D), *O & S
Saint Jo (D), *Majestic.
San Angustine, *Augus.
San Antonio (D), ***Sam Ho.
Sierra Blanca (D), *Peak.
Silsbee (D), *Palace.
Silverton (D), *Legion.
Sinton, *Rialto.
Stanton (D), *Crystal.
Van Alstyne, Van.
Vega (D), *Vega.
Waco, **Strand.
Waskon (D), *Rex.
Wichita Falls, *Strand.
Weinert (D), *Rex.
Yoakum (D), Ritz.

Note: 61 of these 85 closed theatres have disc only equipment.

ANALYSIS OF CLOSED THEATRE SITUATION.
(Sound Only)

Dallas Trade Territory Only:

No. sound equipped theatres in Dallas Trade Territory: 651.
No. sound equipped theatres in Dallas Territory closed: 83.
No. first run possibilities, open, 346; closed, 50.
No. subsequent run possibilities, open, 54; closed, 4.
No. suburban run possibilities, open, 36; closed, 2.
Total seating capacity of 651 sound theatres is 346,244 seats
Seating capacity of 83 sound theatres closed is 31,032 seats
568 sound houses operating with 315,212 seats

Overlapping Territory:

Rig, Borger and Rialto, Lefors, are the only theatres closed. There are 22 theatres in the Overlapping Territory, of which two are closed, representing one first run possibility.
Seating capacity of 22 sound theatres 11,578 seats
Seating capacity of 2 sound theatres closed 850 seats
20 sound houses operating with 10,728 seats

SILENT THEATRES
(Closed — Open)

There are 263 silent or "unwired houses" in the Dallas Trade Territory and 9 in the Overlapping Territory, making a total of 272 silent houses. There are no "silent houses" operating at this date in Overlapping Territory.

Rather than list all the silent theatres closed in the Dallas territory, consider that they are all closed except the five following theatres, which were open and using silents on January 1, 1932:

Town	Theatre	Seats
El Paso	Iris	884
Mission	Concordia	500
Lipan	A.L.Watson	100
Sherman	Crockett	200
Whitesboro	Princess	250

Note: Juarez (Mexican theatre), San Benito, which is sound equipped, uses an occasional silent version. These theatres contemplate using silents but are not being served at this date: Rex, El Paso and the Cozy, Pettus, Texas.

PART I

Employees connected with the film industry in Texas: 11 Film Exchanges in Dallas, 1 in San Antonio, as of December 26, 1931.

Note: Universal maintains a shipping depot in San Antonio, Texas.

	Total No. Employees
Allied	12
Columbia	22
Educational	16
Fox	27
Metro	36
Paramount, Dallas	29
Paramount, San Antonio	20
RKO Distr. Corp	27
United Artists	12
Universal, Dallas	21
Universal, San Antonio	4
Warner-F. N.	31

The total number of employees of all the exchanges were: Dec. 26 1931, 257; Jan. 3, 1931, 305; June 1, 1930, 349; Jan. 1, 1929, 330; Jan 1, 1928, 340; Jan. 1, 1927, 348; Jan. 1, 1926, 361.

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AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Tonight or Never

United Artists—80 Minutes

Cast: Gloria Swanson, Ferdinand Gottschalk, Robert Greig, Greta Mayer, Warburton Gamble, Melvyn Douglas, Alison Skipworth, Boris Karloff. Directed by Mervyn LeRoy.

Gloria Swanson is the main draw in this light romantic comedy which gives the star ample opportunity to display her gorgeous gowns and that's about all. Outside of Swanson's name the others in the cast are not so well known to the average moviegoer. The leading man, Melvyn Douglas, who played the same role in the Belasco stage version, is seen in his first screen role and looks the type the women fans will rave about. Ferdinand Gottschalk does notably as another player of the Belasco stage cast. The story concerns a Hungarian opera singer who has everything for success except a soul. Realizing what she lacks she sets out to find an adventure in love and has an illuminating experience with a man she believes is a gigolo, but much to her astonishment he turns out to be the great impressario from the Metropolitan Opera who engages her.

SELLING SEATS: Sell Miss Swanson. Plenty of stills of Swanson and tie-ups with gown shops will help sell the star. Here's a clever catch-line: "See Gloria Swanson Tonight or Never."

Delicious

Fox—100 Minutes

Cast: Janet Gaynor, Charles Farrell, El Brendel, Paul Roulien, Lawrence O'Sullivan, Manya Roberti, Virginia Cherrill, Olive Tell, Mischa Auer, M. Maazel, Jeanette Gegna. Directed by David Butler.

Janet Gaynor plays the same sweet, sentimental role in this picture that she has in all her other pictures. In our estimation, "Delicious" is not so good as some of her other pictures, probably due to the unconvincingly role of Charles Farrell. It is rather slow and draggy at times. However, the name of Janet Gaynor should attract patrons to your theatre. El Brendel supplies the comedy and furnishes plenty of laughs. The story is woven around the romance of Janet Gaynor, a Scotch immigrant, and Charles Farrell, a wealthy New Yorker. Janet's uncle, with whom she was to have stayed, loses his fortune and the authorities inform her she cannot enter the country. She escapes and hides in a car with a polo pony which, coincidentally, is being delivered to Farrell. Later, after Janet finds Farrell is engaged to a society girl, she accepts the proposal of a budding young Russian song writer, but on her wedding day she runs away and gives herself up to the authorities who order her deportation. Through El Brendel, Farrell learns of the deception of his fiancee and comes to the rescue of Janet just as the ship is about to leave. Both the direction and photography are good. There are also several musical numbers which should delight any audience.

SELLING SEATS: Feature the popular love team of Gaynor and Farrell. Don't overlook El Brendel as a selling bet. Tie-up with music stores on the tuneful melodies by George Gershwin.

Sooky

Paramount—80 Minutes

Cast: Jackie Cooper, Robert Coogan, Jackie Searl, Willard Robertson, Enid Bennett, Helen Jerome Eddy, Leigh Allen, Guy Oliver, Harry Beresford, Gertrude Sutton, Oscar Apfel, and Tom Wilson. Directed by Norman Taurog.

Jackie Cooper, who played the famous "Skippy" role in the picture of the same title, again plays the same role in "Sooky." Robert Coogan plays the title role. Here is another great kid picture and the answer to the hue and cry of exhibitors for more child patronage. Adapted from the book, "Dear Sooky" by Percy Crosby, this picture promises to equal the success of "Skippy," and should prove a sure-fire increase in box-office receipts. Its clean, wholesome atmosphere is indeed refreshing after all the overplayed "sex-ridden" picture-fad that seems to have struck the movie industry. The intense realism, the pathos that tugs at one's heart-strings, the sparkling humor, the marvelous acting of these two child-stars—all these combined make this picture deserve the highest merits of praise.

Skippy, whose father is candidate for mayor, and Sooky, who lives alone with his poor mother, are inseparable comrades. Skippy runs up a charge account to keep the authorities from sending Sooky and his ill mother to the poor-house. Skippy tries to get the Boone Boys, a cadet outfit from the wealthy end of town, to let Sooky join them. The fights that ensue, with the result that after Sooky joins them, Skippy finds that he has been boosting the candidacy of Jackie Searl's father over that of his own dad. Everything is righted, however. Sooky is taken to Skippy's home, ignorant of his mother's death, and we find them at the end still in arm-in-arm comradeship.

SELLING SEATS: Feature the famous kid team together again in new adventures written by Percy Crosby and directed by the same director of "Skippy." Innumerable kid angles are offered in the press sheet.

"Hell Divers" Is A Sensation

New York—Metro-Goldwyn-Mayer scores a smashing hit with "Hell Divers," which opened at a $2 top at the Astor Theatre last Tuesday night. "Hell Divers" is the "Big Parade" of the current season and will undoubtedly register in a great big way at box-offices throughout the country. Exhibitors can put this down as a definite hit and one that will send Wallace Beery's star into further ascendancy.

The story concerns the rivalry between Beery and Clark Gable in the naval aviation service. There is a touch of romance—just enough to attract the women fans—and, while Gable will also draw them in, they'll idolize Beery for his exceptional and natural performance. He walks right away with the honors. There is photography that we think outranks anything to date. The audience attested to that in outbursts of applause for sequences that were purely photographic values. The picture is gripping and actionful. The dialogue is exceptionally good and natural and the air maneuvers remarkably well done and most expertly "shot." The picture contains a-plenty of thrills. It is he-man stuff and audiences of every type will like it. There's a sad ending—Beery dies as the result of a plane crack-up and is buried at sea—but it is a logical ending and we don't think audiences will find fault with it.

George Hill deserves credit for a fine directorial effort. And the supporting cast, including Conrad Nagel, Marjorie Rambeau, Dorothy Jordan and Cliff Edwards gave fine performances. It's a fine production from every angle.

—BEN SHLYEN.

SHORT SUBJECTS

All-American Kickback

Educational—20 Minutes

Harry Gribbon furnishes gales of laughter in this gridiron fun-film who plays football as we've never seen it played before. To win the love of his pretty botany teacher he runs 90 yards for a touchdown through all kinds of opposition, including an automobile. It's mostly slapstick, but it had us holding our sides.

—— Happy New Year ——

Roaming

Paramount—10 Minutes

Dandy musical skit featuring Ethel Merman as the daughter of a medicine show owner. She does well in a few song numbers and evinces a likeable personality. A clever romantic story is intrewoven as part of the reel.

—— Happy New Year ——

The Riding Master

Vitaphone—7 Minutes

Poodles Hanneford, the famous riding clown, is seen here doing some fancy riding for which he is noted in the circus and vaudeville. It is something different and should please any audience.

The House Dick

Radio—18 Minutes

Very excellent comedy sketch, featuring Jimmy Savo of vaudeville and musical comedy fame, as the house detective who is commissioned to track down a series of hotel robberies. Good number for any program.

—— Happy New Year ——

Trader Hound

M-G-M—21 Minutes

Clever take-off on the company's "Trader Horn." It is a Dogville comedy in which the canine artists perform some funny antics by going through a series of the familiar adventures of the famous African trader. The subject is very unique and sure to win much favorable comment from the audiences.

Pictures Reviewed in 1931

(Continued from page 13)

Title	Distributor	Running Time	Date Reviewed
Secret Six	M-G-M	85	April 28
Secrets of a Secretary	Paramount	79	Sept. 8
Seed	Universal	97	May 12
Shanghaied Love	Columbia	67	Oct. 20
Ships of Hate	Monogram	66	June 23
Side Show	Warners	69	Sept. 29
Sidewalks of New York	M-G-M	73	Sept. 22
Silence	Paramount	69	Sept. 15
Shipmates	M-G-M	72	May 5
Skippy	Paramount	88	April 14
Skyline	Fox	68	Oct. 20
Smart Money	Warners	90	July 14
Smart Woman	RKO-Radio	67	Oct. 27
Son of India	M-G-M	73	Aug. 4
Sob Sister	Fox	69	Nov. 3
Spider	Fox	59	Sept. 22
Spirit of Notre Dame	Universal	80	Oct. 13
Sporting Blood	M-G-M	72	July 28
Star Witness	Warners	68	Sept. 29
Stepping Out	M-G-M	73	July 21
Street Scene	United Artists	80	Sept. 29
Strictly Dishonorable	Universal	94	Nov. 24
Subway Express	Columbia	68	April 14
Suicide Fleet	RKO-Pathe	89	Dec. 1
Sundown Trail	RKO-Pathe	53	Nov. 3
Surrender	Fox	69	Dec. 22
Susan Lenox	M-G-M	75	Oct. 22
Svengali	Warners	76	Mav 26
Tailor Made Man	M-G-M	70	Mar. 31
Tarnished Lady	Paramount	83	April 28
Ten Cents a Dance	Columbia	80	Mar. 3
Their Mad Moment	Fox	50	July 28
This Modern Age	M-G-M	67	Sept. 8
Three Girls Lost	Fox	72	May 5
Three Who Loved	RKO-Radio	75	July 21
Too Many Cooks	RKO-Radio	77	Aug. 18
Touchdown	Paramount	80	Nov. 24
Trader Horn	M-G-M	120	Feb. 3
Transatlantic	Fox	74	Aug. 18
Traveling Husbands	RKO-Radio	74	Aug. 18
Twenty-Four Hours	Paramount	66	Oct. 13
Unholy Garden	United Artists	75	Sept. 22
Up For Murder	Universal	67	June 9
Up Pops the Devil	Paramount	70	May 26
Vice Squad	Paramount	78	June 16
Viking	J. D. Williams	74	June 2
Waterloo Bridge	Universal	80	Aug. 18
Way Back Home	RKO-Radio	80	Nov. 10
White Shoulders	RKO-Radio	81	July 14
Wicked	Fox	55	Oct. 6
Wild Horse	Allied	65	July 7
Wild West Whoopee	Cosmo	60	Mar. 17
Woman Between	RKO-Radio	73	Aug. 25
Woman Hungry	First National	67	April 14
Women of All Nations	Fox	72	June 9
X Marks the Spot	Tiffany	70	Dec. 8
Yellow Ticket	Fox	83	Nov. 17
Young As You Feel	Fox	72	Aug. 18
Young Donovan's Kid	RKO-Radio	75	May 26
Young Sinners	Fox	76	May 12

Tax Challenge

(Continued from page 9)

ation on admissions right now would spell disaster. A pitiful spectacle would result if such a law is passed.

Aid Necessary

If ever an exhibitor organization could do a job, it can do one right now, and the slightest bit of delay may mean disaster and defeat.

"There is no question in my mind that if enough of the right kind of propaganda is presented to motion picture audiences, that hundreds of them in each vicinity would be more than glad to register protest in the manner indicated. The manager of the theatre should make it his personal business to stand in the lobby and solicit such aid from his patrons, because in the last analysis, his patrons must carry the burden.

"As leader of your exhibitor organization you are charged with this responsibility. The effectiveness with which this work can be done will depend a great deal upon the manner in which you go at it. If you have a better plan, please wire me at once, as certainly I want to help in this work in the most effective manner. At least at the present moment this is the very strongest plan that suggest itself to me.

"Don't delay. Start this work immediately. Time is our most important consideration right now."

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THEATRES FOR SALE

THEATRE LEASE For Sale—Location, Valdosta, Ga.; 1,100 seats; 15,000 population; Western Electric equipment. Now operating at a profit, same average B. O. receipts five-months' period. Will net $5,000 annually as it is with excellent chances for increase with local ownership. I must dispose of this lease by January 1. $2,500 cash payment will handle. Ben Stein, 1409 Lynch Bldg., Jacksonville, Fla. 12-29

FOR SALE — 400-seat house; best location; two other houses; two large rayon plants here. Ritz Theatre, Elizabethton, Tenn. 12-29

FOR SALE OR LEASE—Tuscola showhouse; also good general merchandise business; bargain. G. E. Moore, Tuscola, Ill.

FOR SALE—Lyric Theatre, Salem, Mo.; good Ozark county seat town 2,500. Theatre well-equipped; Mellaphone sound-on-film; 375 seats; seven-day town. Write L. L. Lewis, Rolla, Mo. 12-29

PICTURE THEATRE—County seat, 2,500 population; no competition; clearing $800 per month; price $15,000; $10,000 cash; balance terms. J. T. Wilson, 512 Exchange Bldg., Kansas City, Mo. 12-29

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

MOTION PICTURE sound projectionist wishes position. Write Projectionist, 1317 Avenue D, Galveston, Texas. 1-12

PROJECTIONIST—Experience, Western Electric sound; willing worker; 12 years' experience; sober, reliable. B-387, Associated Publications. 12-29

AT LIBERTY — Operator ten years' experience sound on film and disc. Go any place. Good reference. Box 323, Burke, S. D. 1-12

PROJECTIONIST—Just laid off by Fox Theatres recently closed; willing worker; will go anywhere; experienced all sound equipment 17 years. Family to support. Must have work at once. Good references from Fox or others. Address Russum, 921 Washington, Chanute, Kas. xtf

POSITIONS WANTED (Contd.)

OPERATOR — Experienced all sound. References. G. P. Wiley, care Motion Picture Times, 313 South Harwood St., Dallas, Texas. x12-29

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

LIKE NEW—Four Phototone sound-on-film heads, $150 pair; six Racon horns with Giant unit, $69.50 each; two Racon Giant units, $20 each; two ten-tube rack and panel amplifiers, cost $250, only $65 each; four Wright-DeCoster horns, $10 each; 12 synchronous turntables, like new, $15 each; two Powers 6B machines, like new, $275 pair; Powers 6B on 6A stands, $195 pair. All this A-1 guaranteed equipment. Audien Distributing Co., 1801½ Commerce St., Dallas, Tex. 12-29

MISCELLANEOUS

NEW YEAR'S "WHOOPEE" SUPPLIES — Wholesale prices. Confetti, $1.75 per hundred regular 5c bags; serpentines, $2.95 thousand rolls; noisemakers, $3.75 to $4.75 hundred. Hats, balloons, etc. 25% with order, balance C.O.D. Ludtke's, 509 Myrtle, Davenport, Iowa. 12-15



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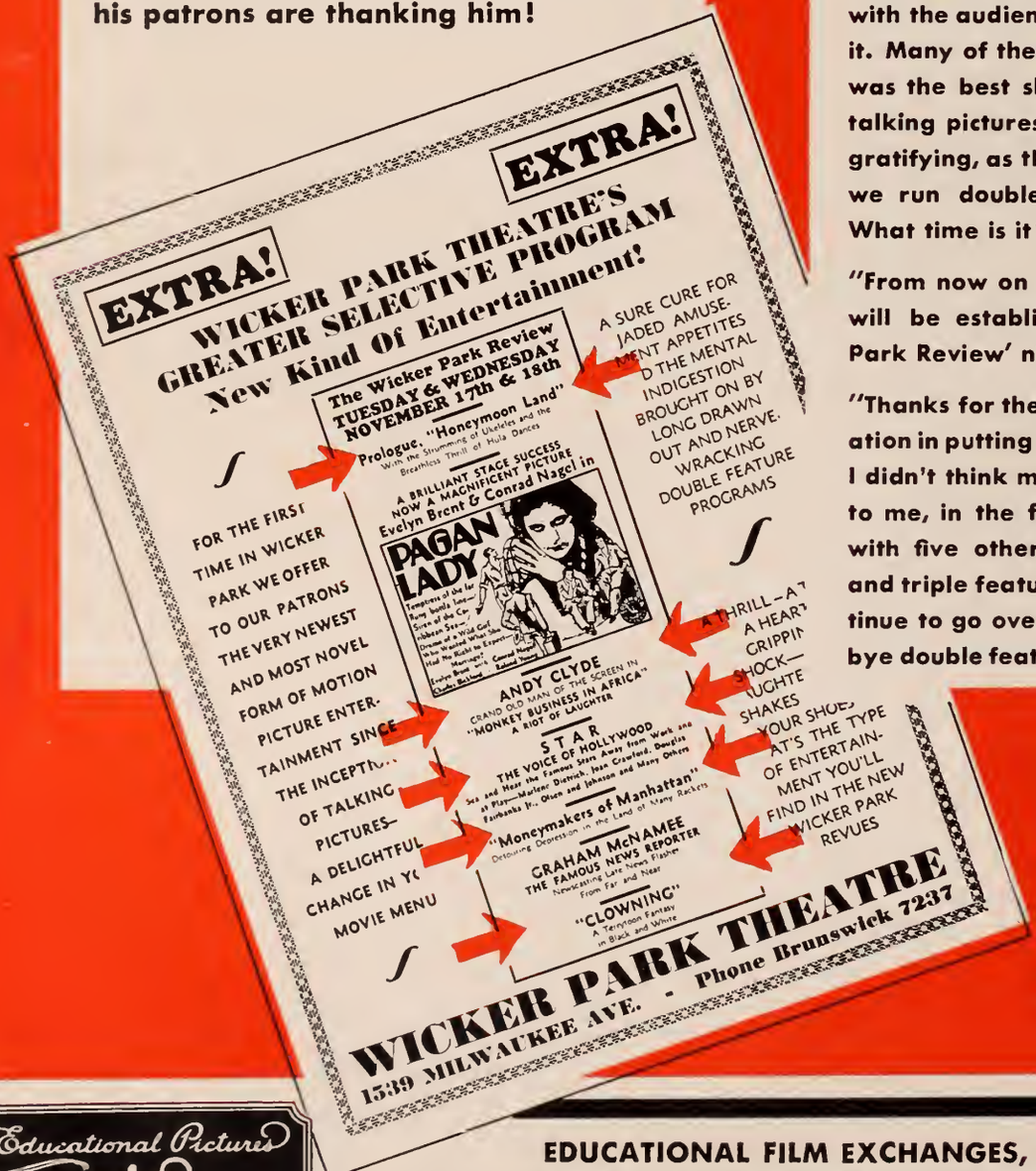
(Back)

As Illustrated on Design Above

SHOWMAN STANDS 'EM IN RAIN AGAINST DOUBLE FEATURE OPPOSITION

Here's the answer to double feature competition! It's nothing mysterious ...just a return to showmanship fundamentals . . . giving them a good balanced show of diversified entertainment and telling them all about it.

Frank Gordon, manager of the Wicker Park Theatre, Chicago, worried about it for awhile; then he tried the *Educational Pictures* "revue program" plan. He picked one feature. Then he surrounded it with six carefully selected short subjects, five from *Educational*. Then he shouted the news. And now his patrons are thanking him!



"Big!" WRITES MR. GORDON TO MAX STAHL, EDUCATIONAL'S CHICAGO EXCHANGE MANAGER:

"Your first review program played Tuesday and Wednesday went over big—holding them out in the rain Tuesday night and just as big Wednesday.

"Not only BIG at the box-office, but BIG with the audience, who certainly enjoyed it. Many of them stopped and told me it was the best show they had seen since talking pictures started, and it sure was gratifying, as the only thing I hear when we run double features is, 'Oh, hum! What time is it?'

"From now on Tuesday and Wednesday will be established as special 'Wicker Park Review' nights.

"Thanks for the idea and for the cooperation in putting it over, though to be frank I didn't think much of it when you sold it to me, in the face of being surrounded with five other houses all using double and triple features. If these reviews continue to go over like the first one, goodbye double features and good riddance."

It's THE idea for this new era. And *EDUCATIONAL PICTURES* assure you the variety and class of short subjects you need for such a program.

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